COMMERCIAL PROPERTY INTELLIGENCE YOU CAN RELY ON.



OUR JOURNEY

From one market to a footprint covering the major capital cities.



TODAY

5

Capital cities covered

CLOSING IN ON

500K

Commercial properties

CLOSING IN ON

1M

Market evidence records

SECTION 01

How we build & maintain data.

BUILD & MAINTAIN

What we do.

BUILD THE DATA · FIVE PROCESSES ON ONE FOUNDATION

THE FOUNDATION · EVERYTHING BELOW IS DEPENDENT ON THE COMPLETE PROPERTY UNIVERSE

01

Property Baseline Research

Every commercially zoned address mapped and standardised against a single identifier, with each property's most relevant value-influencing attributes verified. Plus virtual, physical and drone capture to create copyright-free original imagery.

LAYER 01
Virtual
Measurement tooling from floor plate to rooftop.

LAYER 02
Physical
On-site capture through a national field programme.

LAYER 03
Aerial & 3D
Drone and iGUIDE plans and 3D models, valuation-grade.

02

Listing Enrichment

Sales and lease listings processed, audited and agent-confirmed weekly

03

Lease Content Transformation

Partial, inconsistent lease evidence converted into standardised, structured lease records

04

Sales Transaction Optimisation

Transfer price matched to the correct asset, with yield, cap rate, size and general use

05

Ownership Research

Recorded owner verified against statutory sources, then the corporate veil pierced to the true beneficial owner

06

Tenant Directory Creation

National tenant file cross-referenced, then research-verified in institutional buildings

MAINTAIN THE DATA · NEVER STOPS

Continual refresh
Existing sources updated weekly to monthly

New sources
Additional origination and system-of-record partnerships

Additional attributes
Deeper value-influencing characteristics per asset

Data quality improvement
Audit, reconciliation and continuous quality review

METHODOLOGY

01 02 03 04

Every commercially zoned address, virtually inspected.

STAGE 01 OF 04

Property research

WHERE IT COMES FROM

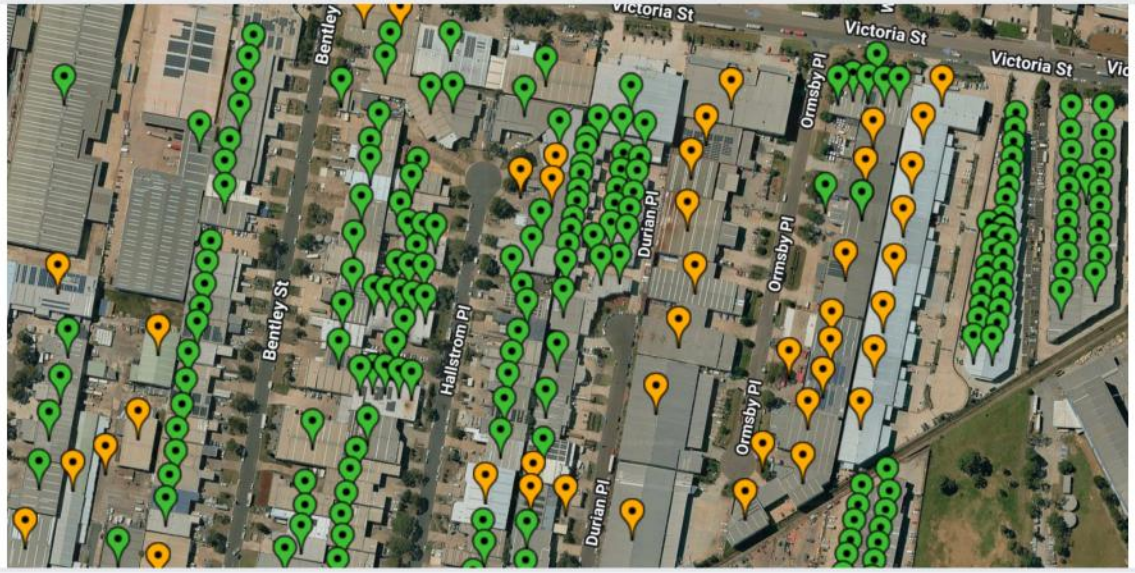
SATELLITE IMAGERY & CADASTRAL FILE

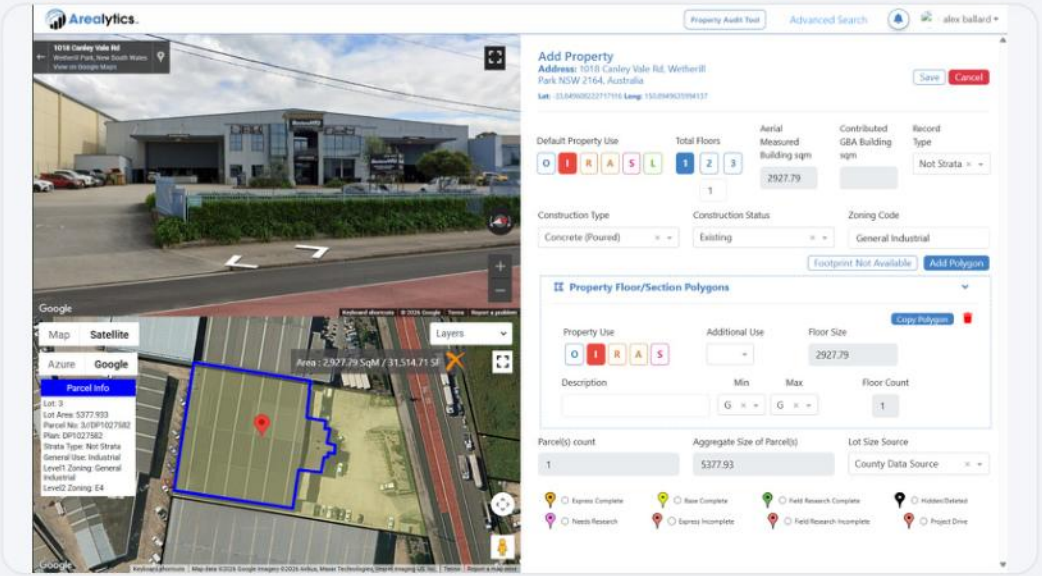
PROPRIETARY MAPPING & MEASURING TOOLS

RESEARCH TEAMS

Virtual Site Tool

We measure the exact footprint of the building, and use Google Street View to capture the value-influencing characteristics of the building.





METHODOLOGY

01 02 03 04

Verified on site, not inferred from a desk.

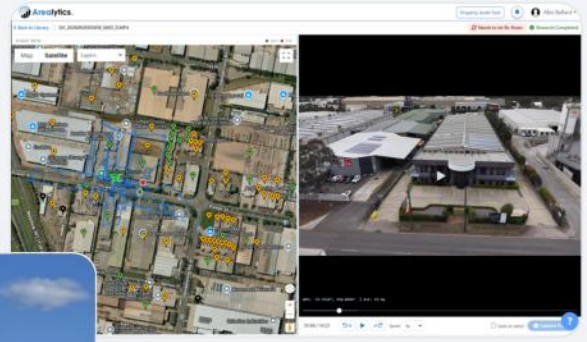
STAGE 01 OF 04 · PART TWO

Property research

WHY IT CANNOT BE COPIED — OWNED FLEET · LICENSED DRONE OPERATORS · COPYRIGHT-FREE IMAGERY

Field Research

A national field team inspects the asset in person — verifying hundreds of data points, capturing original copyright-free imagery by car and by drone, and identifying tenants, owners, property managers and marketed space signage.







METHODOLOGY

01 02 03 04

Public transfers in. Intelligence out.

Stage 02 of 04

Sales & ownership

WHAT WE DO

Verify public records

- ✓ Statutory government sources
- ✓ PID matched
- ✓ Parties confirmed

Research to enrich the record

9 of 11 fields in the record opposite exist nowhere in the public register — researched, asset by asset.

Piercing the corporate veil

RECORDED ABC Pty Ltd

↓

TRUE OWNER Arthur Jones Investment Trust

One industrial sale one transaction, two records

Example figures for illustrative purposes

	PUBLIC RECORD	AREALYTICS RECORD
Sales price	$1.2M	$1,200,000
Size	NOT AVAILABLE	350 sqm
Rate ($/m²)	NOT AVAILABLE	$3,428.57
Asset type	NOT AVAILABLE	Industrial
Construction	NOT AVAILABLE	Concrete
Clear height	NOT AVAILABLE	8 metres
Income	NOT AVAILABLE	$165/sqm
Cap rate	NOT AVAILABLE	5.2%
Yield	NOT AVAILABLE	4.8%
Recorded owner	ABC Pty Ltd	ABC Pty Ltd
True owner	NOT AVAILABLE	Arthur Jones Investment Trust

METHODOLOGY

01 02 03 04

The lease data nobody else has assembled.

STAGE 03 OF 04

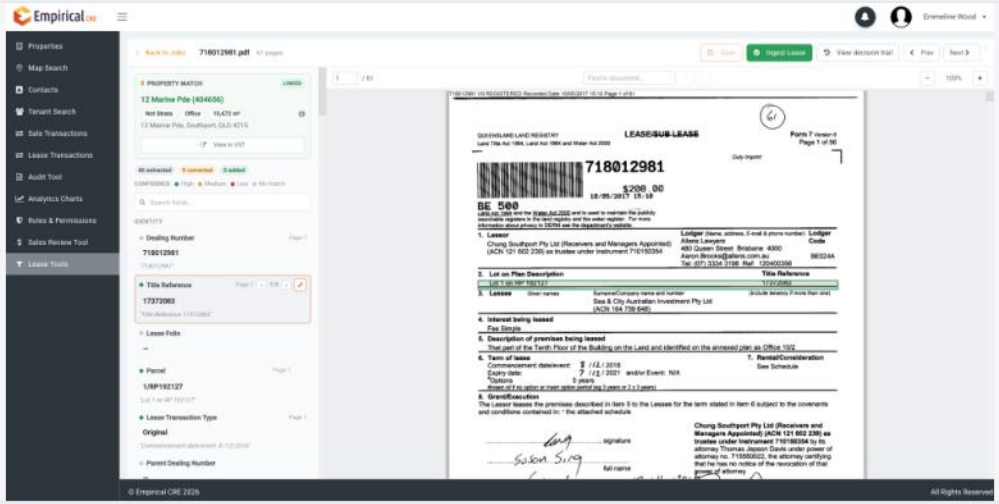
Lease transactions

WHERE IT COMES FROM

REGISTERED LEASES | 8 PROPRIETARY SOURCES | AGENCY & OWNER DATA CONTRIBUTORS

- Eight financial source-of-record data partnerships
- Largest repository of registered leases
- 25 years tracking move-ins and move-outs
- Proprietary tooling to process all eight sources
- Tenants matched back to the lease from the Experian file

EXTRACT EVERY FIELD FROM THE REGISTERED LEASE



THE FINISHED RECORD: EVERY LINE OF THE RENT SCHEDULE



METHODOLOGY

01 02 03 04

Turning public-facing marketing content into verified, actionable data.

STAGE 04 OF 04

Listing Enrichment

WHERE IT COMES FROM

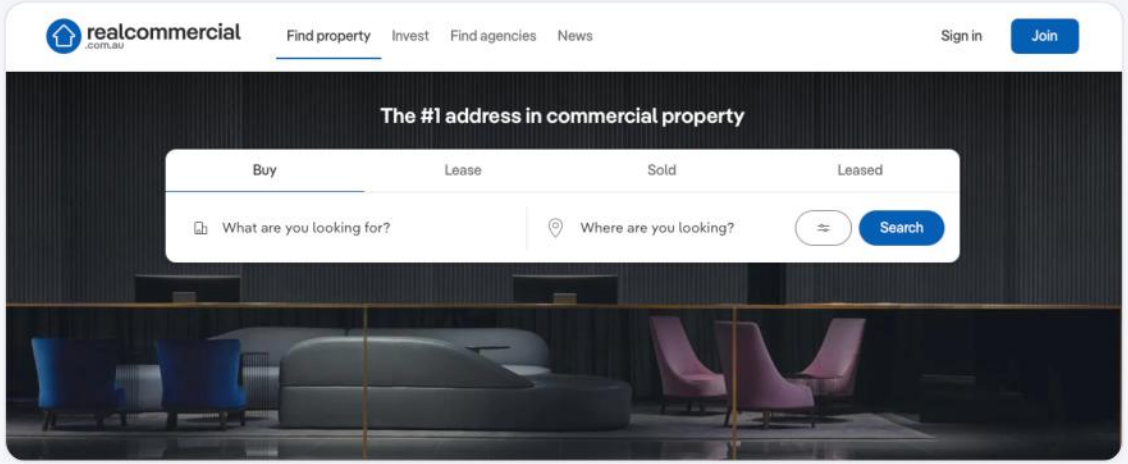
CRE MARKETING SITES | AGENCY & OWNER SITES | AGENCY & OWNER CRMS | REALCOMMERCIAL.COM.AU

Process inconsistent, incomplete marketing content

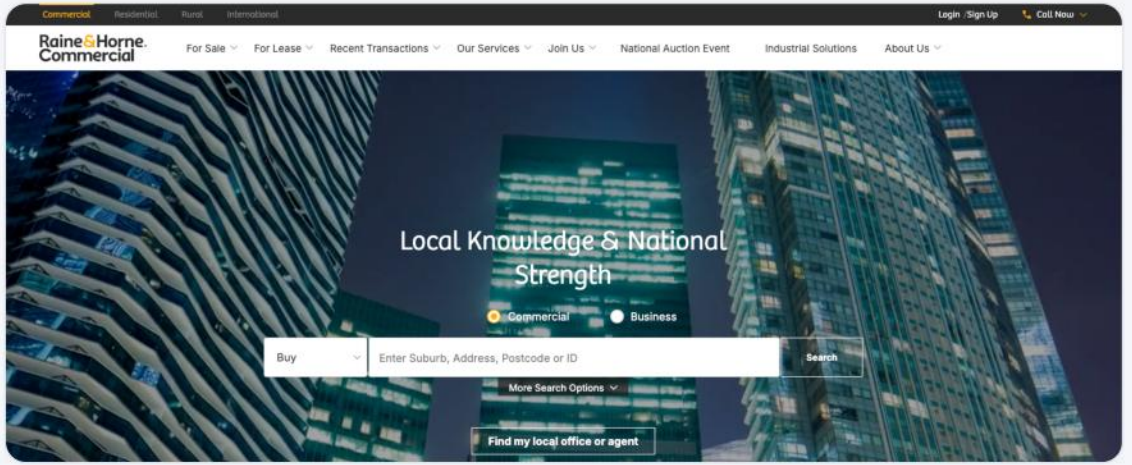
Enhance, complete and audit every listing into a standardised format

Confirm status with the agent

THE PUBLIC MARKETING RECORD, AS PUBLISHED



AN AGENCY SITE, AS PUBLISHED



SECTION 02

Workflow & intelligence tools.

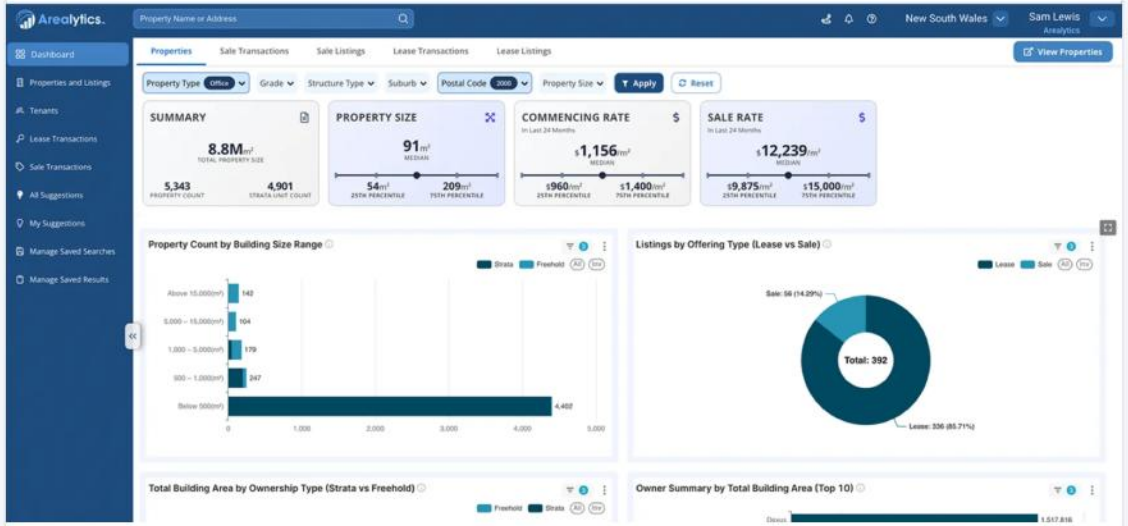
Setting a new standard.

TOOL 01 OF 04

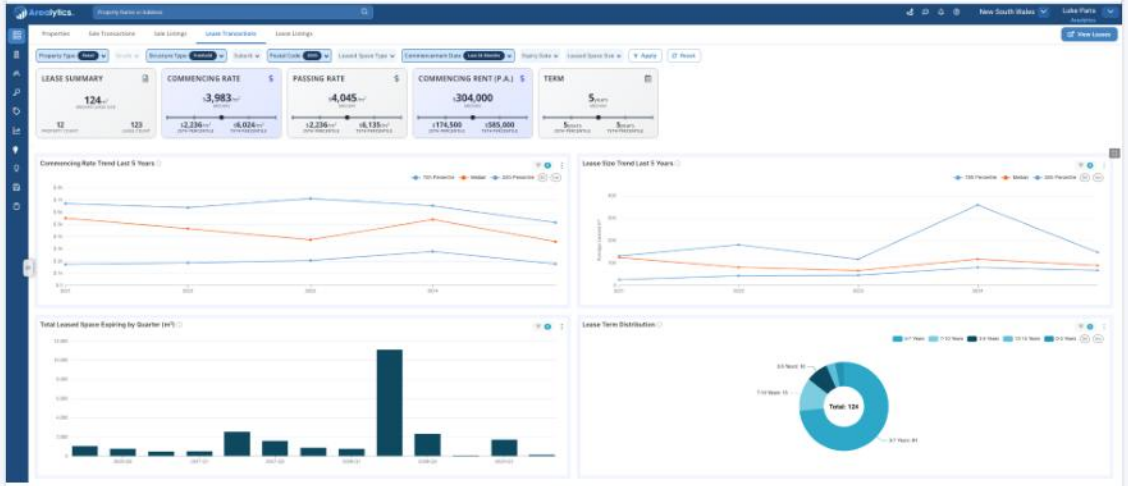
Arealytics Pro

- Real-time analytics on field-verified data
- Interactive mapping of leases, sales and ownership
- Unified prospecting: tenant and business detail in one view
- Custom notification feeds as the market moves

PROPERTIES DASHBOARD



LEASE TRANSACTIONS DASHBOARD



WORKFLOW

01 02 03 04

An industry-first CMA workflow.

TOOL 02 OF 04

CMA Report Builder

- Automated data aggregation
- Real-time market analysis
- Configurable report output
- Field-verified imagery & data



WORKFLOW

01 02 03 04

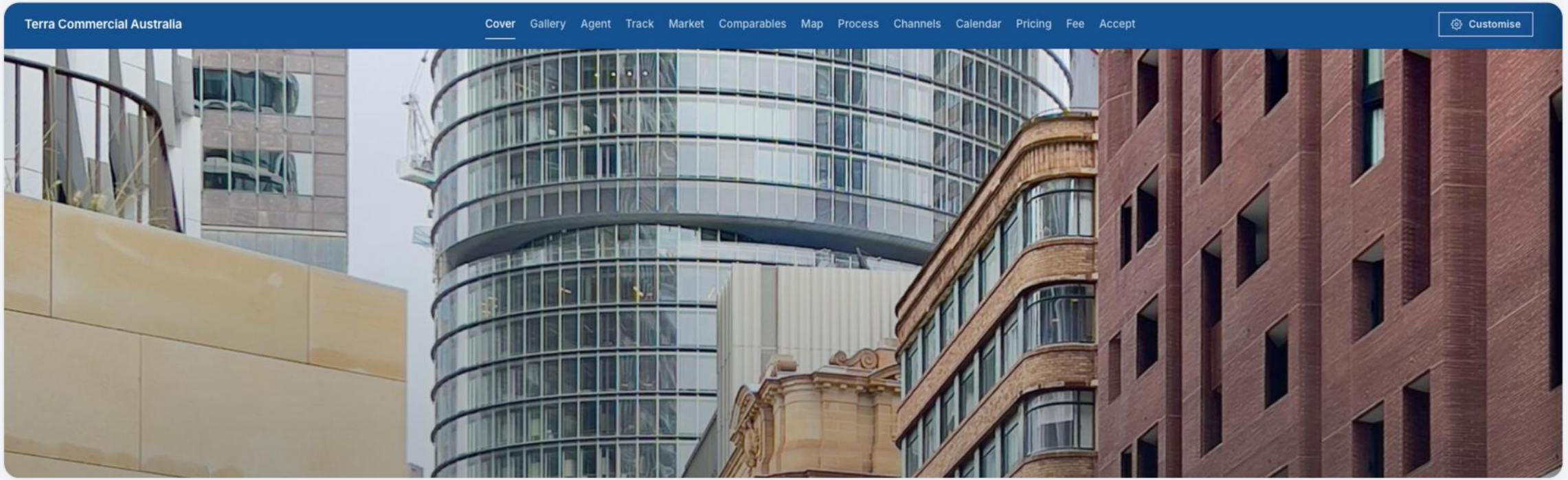
COMING SOON

Introducing Digital Proposals.

TOOL 03 OF 04

Digital Proposals

- Branded, interactive cover
- Client view tracking
- Live market data & pricing
- Built-in e-signature



WORKFLOW

01 02 03 04

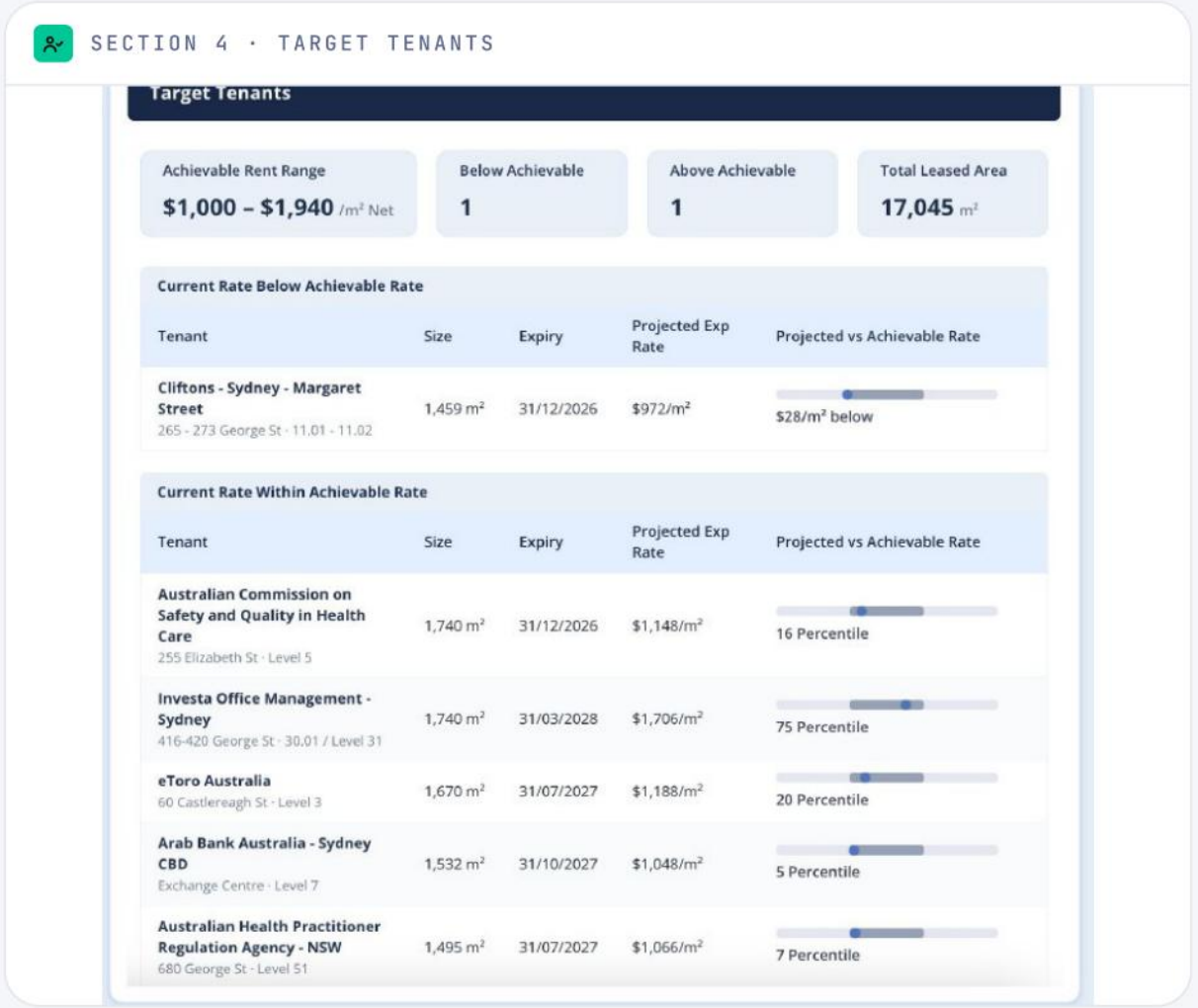
Introducing Lease Insights Tool.

Tool 04 of 04

Lease Insights Tool · leasing proposal

SEVEN SECTIONS, BUILT FOR YOU

1. **Title page**
   Property address, agency branding, date prepared
2. **Cover letter**
   Auto-drafted from the property and market data
3. **Recent lease evidence**
   Selected comparables with rate and size detail
4. **Target tenants**
   Expiring tenants grouped by reversion classification
5. **Competitive listings**
   Active listings with asking rate and rate position
6. **Map**
   The subject property and surrounding evidence
7. **Conclusion**
   Market observations and recommended rent range



SECTION 03

Data volumes.

COVERAGE & SCALE

Five markets. 2.6 million+ verified records.



THE PROPERTY UNIVERSE

217,000+
Freehold properties

266,000+
Strata units

TRANSACTIONS

588,000+
Sales transactions

192,000+
Lease transactions

MARKET ACTIVITY

220,000+
Sale & lease listings

1.1M+
Matched tenant records

NATIONAL DATA SNAPSHOT

The property universe.

TOTAL ASSETS TRACKED

Closing in on

500,000

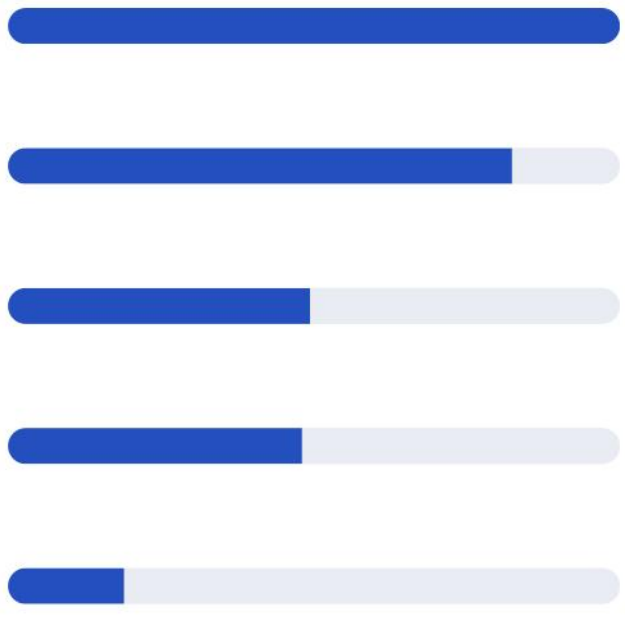
Commercial freehold assets and strata units across Office, Industrial, Retail and Other.



216,000
Freehold · 45%

266,000
Strata · 55%

ASSETS BY MARKET



NATIONAL DATA SNAPSHOT

The lease universe.

TOTAL LEASES TRACKED

Tracked nationally

192,000+

Active and historic lease transactions across Sydney, Melbourne, SE Queensland, Perth and Adelaide.

WHAT IT COVERS

Active & historic leases

Property type

- **Office**
- **Industrial**
- **Retail**
- **Other**

Five markets

- Sydney
- Melbourne
- SE Queensland
- Perth
- Adelaide

NATIONAL DATA SNAPSHOT

Every sale transaction.

TOTAL SALES TRACKED

Tracked nationally

588,000+

Sale transactions across Sydney, Melbourne, SE Queensland, Perth and Adelaide.

WHAT IT COVERS

Up to 25 years of historical transactions

Property type

- Office
- Industrial
- Retail
- Other

Five markets

- Sydney
- Melbourne
- SE Queensland
- Perth
- Adelaide

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Thank you.