

STDB[®]

Real Estate Market Analysis - UTD

A Student Handbook

Overview

Business Analyst Online – Maps, Standard Reports, Comparison Reports

- ArcGIS Online
- Business Lists
- Aerial Imagery
- Flood Maps
- Esri Maps for Office

Maps

- Color-Coded Maps
- Smart Maps
- Adding Business' or Facilities to a Map

Standard Reports

- Demographic Reports
- Business Reports
- Tapestry Reports
- Retail Spending Reports
- Expenditure Reports
- Traffic Reports

Comparison Reports

- Comparing Popular Variables
- Creating Custom Variables/Comparison Reports

Resources- Refer **STDB Learning Center**

Hands on Business Analyst Online

Log into www.STDB.com, select esri BAO

- If you see a page that says “log into Business Analyst Online” select “Using Your STDB Login Provider Account”
- If you receive a pop-up telling you that the webpage is trying to close the tab select yes, this should take you to the Business Analyst Online homepage.

Define Areas For Reports (Creating Study Areas)

Find Location – 5005 LBJ Frwy, Dallas, TX

- a. Name Location – CCIMTECH Headquarters
- b. Add Rings, Drive Times, Bands – 5 Minute Drive Time

Reports, Standard Reports

Select Area

- a. Choose your 5 minute drive time study - 5005 LBJ Frwy, Dallas, TX.
- b. Uncheck any of the other study areas that you may have selected.

Add Reports

- a. Choose the following reports –
 - Business Summary Report
 - Demographic & Income Profile
 - Housing Profile
 - Retail MarketPlace Profile
 - Tapestry Segmentation Area Profile (2015)

Run Reports

- a. Choose Run All

View Reports

- a. Review Reports in pop-up, or email...answer the following questions from the reports generated
 1. If green represents a leakage and red a surplus, which segment within the Retail MarketPlace Profile denotes the largest dollar value of leakage, what about surplus?
 2. What are the top 3 tapestry segments in the area?

3. Within The Tapestry Segmentation Area Profile (2015), select the top tapestry segment. How many households fall into this tapestry segment nationwide, what is the median age? What are the top occupations for this segment?
4. From the Demographic and Income Profile, what is the population of the study area?
5. How many people in 2015 are aged 75+?
6. From the Business Summary Report, how many businesses are located within the study area?
7. Which employment sector makes up the largest portion of employees?

Define more areas for reports

Select Geography – Plano, TX

- a. Cities and Towns (Places) – Plano

Reports, Comparison Reports

Select Areas to Compare –

- a. Choose the 5005 LBJ Frwy study
- b. Choose the City of Plano study area

View Graphs or Customize Comparisons –

- a. Choose between the graphic/tabular comparisons of population, households, income, housing or you can customize the criteria
- b. When customizing your criteria, you can choose as many variables as you like
- c. Select the following 5 variables:
 - 2015 Total Population
 - 2015 Median Household Income
 - 2015 Population Age 25+ Bachelor's Degree
 - 2015 Top Tier (1A) Tapestry Households
 - 2015 Median Age

Now answer the following questions:

- 1.) Which study area has the higher Median Household Income?
- 2.) What is the number of people over the age of 25+ with a bachelor's degree within the city of Plano?
- 3.) How many households within the 5 minute drive time of 5005 LBJ are in the Top Tier Tapestry Segment?
- 4.) Which study area has a higher median age?
- 5.) What is the 2015 population of city of Plano?

Define Area by Drawing a Polygon

- a. Using any area you want, draw a polygon

Create Maps from Data

Color-Coded Maps -

Select the “Maps” tab, then click on “Create Maps from Data” then on “Color-Coded Maps.”

- Select “Income” from the list of variables
- Map a Popular Variable 2015 Median Household Income
- Hover over the map to see the actual Median Household Income in the different census block groups

Define Areas by Importing A File

Use Four Address file on UTD Dallas Training Page at www.stdblearningcenter.com

1. Import File Workflow, browse select the file and upload.
2. Change symbol or upload your own
3. Create 3 mile radii rings around the 3 sites.

Smart Map Search –

Map up to 5 different variables simultaneously within the Business Analyst Online system.

- Select the “Maps” tab, then click on “Create Maps from Data” then on “Smart Maps.”
- In the top right hand corner, type in Plano now zoom out so that you can see the majority of the city and its surroundings.
- On the left side of the screen select “Income” from the list of variables, map:
 - 2015 Median Household Income
 - 2015 Median Age
 - 2015 Population Age 25+: Bachelor’s Degree.”

Adjust any of the variable ranges along the sliding toolbars to reflect your preferred analysis which in this case is:

- 2015 Median Household Income - \$75,000 +
- 2015 Median Age – 30-45
- 2015 Population Age 25+: Bachelor’s Degree – 38%+

You have now created 6 analysis areas

1. 5 minute drivetime around an address
2. The city of Plano, TX
3. Hand-drawn polygon
4. Imported file which was created by mapping 3 mile radii studies around each address uploaded (3 sites)

Business and Facilities Search – Search for Businesses in an area of relevance to you using the Business and Facilities Search.

- Clear map
- Go to “My Content” in the top left hand corner of the screen
- Select “My Sites” and activate the 5005 LBJ Frwy 5 minute drive time. Zoom out a couple of times so that you can see the majority of the city
- Find Business and Facilities Search and search for Home Depot
- Conduct a second search by NAICS code

Right Hand Toolbar

The 10 Buttons On the Right Side of The Screen

Top Right Hand Corner of The Map

More Maps

Exercises

1. Using the address 5005 LBJ Freeway, Dallas, TX, how many Starbucks are within a 15 minute drive time?

Answer _____

2. Using the three addresses created in Dallas by importing a file as your market areas answer the following questions:

- You have a client who is an office investor and projected population growth is a key requirement of his when considering locations. Which of these four locations projects the highest growth rate? _____
- In considering these four sites for a multi-family development, your client has asked that you give him an assessment of which area has the lowest total housing vacancy rate for 2015. Which one is it? _____
- You are working with a new physician's group looking for medical office space and they want to be where the largest percentage of other Healthcare facilities are located. Which of our three locations has the highest percentage? _____
- You are about to get the business of a dollar store company that is in expansion mode and you are looking at these four locations. Which one shows the highest opportunity for a dollar store (General Merchandise) _____
- You are the broker helping a new sandwich shop find the best lunchtime location for their business. Their business plan called for more than 80,000 daytime employees in their market area in order to succeed. Will any of our locations meet that criteria? _____

3. A luxury retailer has 4 locations in the Dallas area. After performing a recent analysis of their customers they have determined that their study areas comprise of five (5) minute drivetimes. See the existing locations below:

- 1.) 5600 West Lovers Lane, Dallas, TX 75209
- 2.) 3403 Oak Lawn Avenue, Dallas, TX 75219
- 3.) 1200 West State Highway 114, Grapevine, TX 76051
- 4.) 5967 West Parker Road, Plano, TX 75093

Create an excel file with these locations (named location 1,2,3,4), and upload it onto the map, once you have created it run a customized comparison report that displays median household income, and 2014 Retail Goods (Consumer Spending). One of the stores is performing poorly. Can you guess which one it is?

4. You need to identify the path of growth for a defined area to determine whether a location adjustment is necessary. Create a color coded map based on a 10 mile radius from 1901 N Central Expressway, McKinney, TX, 75070. Which direction is the projected population growth?

Answer _____

5. Create a 3 minute drive time around your home address and run a tapestry segmentation area profile. Read about the dominant tapestry in your immediate area. What is the dominant tapestry?

Answer _____