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# 2021's Best Commercial Real Estate Data Sources and Tools

by Mandy Ellis on Jun 17, 2021

Taking action with your commercial real estate data no longer means manual processes and only making phone calls; it's about [incorporating tech-focused data](#). Especially tech platforms and real estate data providers that include [property details](#), financial analyses, demographic data, socioeconomic data, geographic data, comps, and research aggregated in one place that's constantly updated. Smart brokers have the right commercial real estate aggregators for cloud-based access to their data for informed decisions at any time and pulling the most current stats for analytics to stay ahead of competitors.



When you have the proper data available whenever you need it, you can find new opportunities, prime deals, and grow strategically. Before diving into the top commercial real estate data sources, first we need to walk through what CRE data is, why it's critical for brokers, and how it's collected.

## What is CRE Data?

CRE data, or commercial real estate property data, allows brokers to have insights into asset, portfolio, market, and economic information to help them make important decisions for their clients and brokerage. Commercial data sources can include location, building size, zoning, transactional and financial data, asset type, ownership and tenant data, market analyses, consumer behaviors and demographics, number of units, loan and lender data, noteworthy points of interest, future developments, and trends, to name a few.

With this real estate data, brokers can not only see into the health and financial future of their business, but the potential wins and downsides of their market and current commercial property opportunities for clients. The more real-time insights and granular information that real estate data companies provide, the better your analysis and decision-making options.

## Why is Commercial Real Estate Data Important and How is CRE Data Collected?

Commercial real estate companies use data in strategic ways to create differentiators and an edge over competitors. Data also helps them make better decisions, plan ahead, and have accurate benchmarks. With stats from tech-focused CRE data providers, you're able to become more efficient, look for improvements, and quickly see analyses for dedicated properties; especially when using aggregator tools with multiple property data points, like Apto.

Seeing real-world changes and the most updated info helps brokers understand their market at the deepest level and advise clients on buying and selling decisions as well as trends. When you combine the analytics and predictive tools within CRE data source platforms, you make the most informed decisions. Plus, tools help you combine your internal data collection with the aggregated public and proprietary data of the platform to get a comprehensive matrix of property intelligence. This CRE data collection then

public and proprietary data on the platform to get a comprehensive matrix of property intelligence. This CRE data collection then informs precise business and investment choices.

## Commercial Real Estate Data Companies

Although there are plenty of commercial real estate databases to choose from, here are a few CRE data sources to consider to help you grow your business with the most accurate, real-time data for precise decision-making. Tech platforms include everything from available properties and intricate mapping to predictive consumer insights and commercial real estate listing databases:

### Commercial Real Estate Property Data and Demographics

#### 1) CoStar

CoStar is one of the biggest real estate data providers available with a large granular database that includes comps, listings, vacancies, rents, tenants, ownership, trends, and in-depth market reports. They have access to 390 markets and 2,767 submarkets to provide analytics that forecast supply and demand, asset pricing and market changes, and custom data. CoStar also allows you to build custom analytics reports for specific property data sets including geography, building class, vacancy, absorption, and sales activities. This CRE data source offers opportunities to spot emerging markets and competitive properties, and the types of capital that are flowing in and out of your market.

#### 2) Reonomy

Reonomy compiles data from basic property leasing and owner contact info to intelligence tools that help determine the potential of a deal or market. Updated and accurate marketplace analytics help brokers streamline their property research processes while quickly combing through millions of records within Reonomy's data network.

As one of the largest commercial real estate owner databases in the US, Reonomy allows you to search for the exact property data you need to get in touch to work out deals as well as asset type, transaction and debt history, and detailed maps. With over 100 sources of public and proprietary data, AI (Artificial Intelligence) for market insight, and 50 million commercial properties from 3,100 counties within your grasp, you'll have validated data on everything from comps and demographics to lender and debt portfolios.

#### 3) Cherre

Cherre's CoreConnect and CoreExplore tools lead commercial real estate data management with public and private real-time stats. Brokers can create reports to monitor benchmarks, track operational and financial data, find off-market opportunities, connect datasets for target market analyses, and identify actionable data patterns for potential properties. Analysis on market performance includes risk factors and trends, valuations and characteristics, and points of interest all from one platform.

#### 4) REIS by Moody's Analytics

Another one of the commercial real estate data companies to think about is REIS, which provides structured and quality-assured data from 30 years of market, economic, and research analyses and historical trends. Integrated sales and rent comps are available alongside zoning and land parcels, building-level data, interactive maps, and broker-created property reports. They also have a proprietary database of searchable neighborhoods and metro markets for commercial real estate sales comparables, and real-time reports that integrate with your own data. Property data sweeps through performance, rent and vacancy rates, lot sizes, new and forecasted construction, and transaction and market data.

#### 5) CompStak

CompStak's Enterprise Plan gathers CRE data sources for all your market comps in a single tech platform. Their property software shows stats and figures for comps in your area for quicker deals, transparent transactions, views into competitor leasing strategies, and market opportunities. By compiling local transactions, this crowdsourced model generates all the reliable lease and sales comps you need to optimize your performance, build your business on smart data, and properly analyze assets and investments.

#### 6) IdealSpot

IdealSpot gets granular with local market data from demographic and new demand shifts to changing traffic patterns and success

correlations analyses. For franchises, retail, and restaurant locations, IdealSpot hits the mark while including search engine and social media data, spending stats, trend and traffic markers, consumer demand and retail landscape reports, and success data for thousands of locations in real time.

#### 7) PiinPoint

PiinPoint is a real estate data provider that focuses on being a location intelligence platform. That means it helps CRE brokers understand and evaluate site locations through 4.2 billion data points that are updated weekly to help increase location success. When you add your company's data to PiinPoint's, you receive analytics for forecasted sales, changes affecting your network, site validation and digital location testing, and consumer and competitor profiles. Finding out what factors make your top stores succeed and showing a path for growth without cannibalizing current locations is how PiinPoint provides info for CRE brokers to make calculated decisions.

#### 8) REscour

REscour's commercial real estate aggregator platform utilizes proprietary market analyses based on extensive data collection to show investment opportunities. By combining broker data with public and private records through 100 different data points in 166 markets, you'll get an intelligent view of your market. This includes interactive and quick-reference maps, detailed property particulars, hourly market news, sales comps, and location availabilities.

#### 9) DMP LightBox's LandVision

Digital Map Products' (DMP) LandVision gives CRE brokers an idea of the layout and surrounding land of a property with high-end mapping software. Detailed parcel geographic data comes from the cloud-based mapping platform that shows parcel boundaries, ownership portfolios, zoning, hazards, and demographics through 3D imaging and data visualization. With LandVision, you can analyze or look up data on the go including points of interest, traffic, comps, and opportunity zones.

#### 10) Esri's ArcGIS Business Analyst

ArcGIS' commercial real estate data provides spatial analysis, thorough mapping, and data management with global data for 130+ countries and 15,000 market data variables. Brokers can also review market plans and site selections plus customer segmentations with details like spending habits in 20+ categories, 67 segments on socioeconomic and demographic characteristics, and info on 13 million local businesses. It's simple to see which sites are growing and which are underperforming, where you may find target customers, and where the data can help inform your choices.

## Commercial Real Estate Broker Databases and Networking

Beyond data-centric tech platforms, using commercial real estate broker databases and networking opportunities provide the chance to share data. Plus, broker-provided information can help you with specific markets and locations, understanding how to match professionals to capital and services, and growing your referral opportunities. Here are a few real estate broker databases to think about joining:

#### 1) theBrokerList

tBL, or theBrokerList, is a free community of almost 8,500 collaborative brokers, leasing agents, and managers in the commercial real estate space. The goal is to expand your network, find referrals, and connect with other experts in the field. This leads to sharing expertise and data, and becoming part of the resource that helps your business be found by other brokers, investors, and service providers.

#### 2) RealConnex

Over 700,000 members make up the RealConnex community, where building reputation, credibility, influence, and your network are key. There are tools to connect buyers, sellers, tenants, and brokers as well as for prospecting and networking. Brokers, investors, developers, owners, and those in lending are also encouraged to share posts, raise capital, invest or lend, showcase their services, and work with others on this deal-exchange platform.

#### 3) [Commercial Real Estate Associations](#)



Another way to grow your network and find useful CRE data sources is to sign up for an association like SIOR (Society of industrial and Office Realtors) with 3,400 members, CCIM Institute (Certified Commercial Investment Member) at 35,000 members, ICSC (International Council of Shopping Centers), or CREW Network (Commercial Real Estate Women) with 12,000 members. There are also organizations like ULI (Urban Land institute) at 45,000 members strong, and NMHC (National Multifamily Housing Council) where you can connect for networking and sharing market expertise, view CRE news and insights, take courses, and learn from those with decades of experience.

## Conclusion

Over the last few years, CRE data transformed into the tech sphere it is today with online databases and tools you can access from anywhere to make better-informed decisions. With the growth and changes, now in 2021, there's a wealth of platforms to find quality data. And it's designed to help you be more efficient, cut out manual processes, become a smarter broker, learn more from market analytics, and make critical decisions based on data to edge out your competitors.

### FAQs:

How does Apto use CRE property data?

When it comes to commercial real estate data, Apto uses 30 common data points for all commercial and multifamily properties within the US. Through the [property data aspect](#) of their platform, Apto aggregates points including national tax, deed, mortgage, comps, lenders, owners, and building data. This helps brokers organize and analyze their data from a single platform that's continually updated. Also, brokers can fill in their missing data from their internal records with Apto's data to stay ahead.

Is commercial real estate data free?

Some commercial real estate comparables are free, as are commercial building information databases, but they're not always the best source of data. Top CRE brokers know that aggregated data that combines public, private, and proprietary information helps them get the best view of their business and market to make smart decisions. In order to get real value out of commercial real estate data and your own internal contact and property data, you need a solution that goes beyond just storing and organizing data details. Something that helps you recognize advantageous opportunities in your data and take action on key data points. Thousands of brokers trust Apto to consolidate their data into a centralized source of truth that helps them take authoritative actions down the road. Consider [requesting a demo](#) of Apto for yourself!

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