

# Executive Summary Property Data Pulse

First Annual Survey on Property Data  
Usage in Economic Development

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**GIS** WebTech





# Welcome to the Executive Summary of the Property Data Pulse

This document provides a summary of major findings and conclusions from the first annual survey on property data usage in economic development – the **Property Data Pulse** survey. It also includes several “Bonus Insights” providing valuable findings from a detailed analysis we performed on over half a million interactions with properties listed on economic development websites. These interactions reflect engagement by site selectors and businesses with listed properties. This analysis was separate from the **Property Data Pulse** survey.

More detailed information on the survey is available in a final report, available for free to participants in the survey. To learn more about the survey, the final report, and how to participate in next year’s survey, please contact us using the contact information on the last page of this document, or see our website to sign up.

Participation in the survey is free. Those who participate by completing the survey in future years will, as with this first year, receive a free copy of the complete full report.



# Executive Summary

## Property Data Pulse



- Survey respondents included a broad range of organization types and sizes, and were almost evenly split between economic development generalists and specialists
- Nearly all EDOs provide property listings on their website or plan to, and the few who do not overwhelmingly cite resource limitations as the reason
- The most common type of listings are industrial and distribution. This held true for both buildings and sites. Respondents also indicated these were the most common types of properties requested by site selectors
- BONUS INSIGHT: Sites generate far more engagement than buildings. Sites are twice as likely to be clicked as buildings***
- Most EDOs maintain their property listings themselves or have local partners do it
- Tech -savvy EDOS overwhelmingly favor dedicated GIS applications for hosting their property listings, and overwhelmingly view integrated demographic, workforce, infrastructure and similar data as critical





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- ▀ A large majority of EDOs now stage properties for specific target industries using 3D virtual buildings, or plan to
- ▀ ***BONUS INSIGHT: Staging properties with 3D virtual buildings is the single most powerful driver of engagement. Properties staged with 3D virtual buildings are 20x as likely to be clicked as the average property and 10x as likely to be shared***
- ▀ Tech -savvy EDOs have widely adopted the use of single-click links and QR codes for sharing properties with targets and prospects, including links to properties staged with 3D virtual buildings
- ▀ The use of analytics to understand which properties are getting the most engagement is growing rapidly. A quarter of EDOs are using analytics and another 59% plan to
- ▀ Large buildings remain in high demand, likely reflecting the popularity of industrial and distribution sites
- ▀ Sites of all sizes, including parcels of less than 25 acres, are in demand
- ▀ ***BONUS INSIGHT: Featured properties generate far more interest than other properties, producing 18x as many clicks as the average property***





## Let's Connect! Please Feel Free to Contact Us

- To discuss the **Property Data Pulse** survey results and sign up to participate next year
- To learn more about economic development's most advanced technology suite
  - **GURU Site Selection** for property listings, demographics, workforce and other data
  - **GURU Ecosystem** for industry clusters, supply chains, startup ecosystems, and small business support

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