VALIDATE YOUR INSTINCT WITH ADVANCED REAL ESTATE ANALYTICS

Forum Analytics, a CBRE Company, is an industry leader in advanced real estate analytics and has been partnering with firms of all sizes to develop site selection and forecasting solutions since 2001. Our approach to real estate analytics integrates robust enterprise tools with proprietary industry data and knowledge. The highly skilled Forum team brings art and science together to provide business intelligence to guide decisions in your strategic planning and help validate your instinct.

Forum Analytics provides data-driven solutions to questions faced by growing brands:

- Who are my best customers?
- How big can we get?
- Where should we be growing right now?
- Which existing assets should be expanded or closed?
- How can I optimize my local assortment planning?
- How do my brick and mortar assets interact with my e-commerce?

As an industry leader with unmatched client retention and data resources, Forum Analytics can customize a solution to help maximize market potential and create a successful development plan for your organization.

FORUM
ANALYTICS
A CBRE Company

CBRE

TOOLS AND SOLUTIONS

Our experienced team has analyzed over 200,000 sites for clients in the retail, restaurant, private equity, consumer services, educational, healthcare and financial services industries.

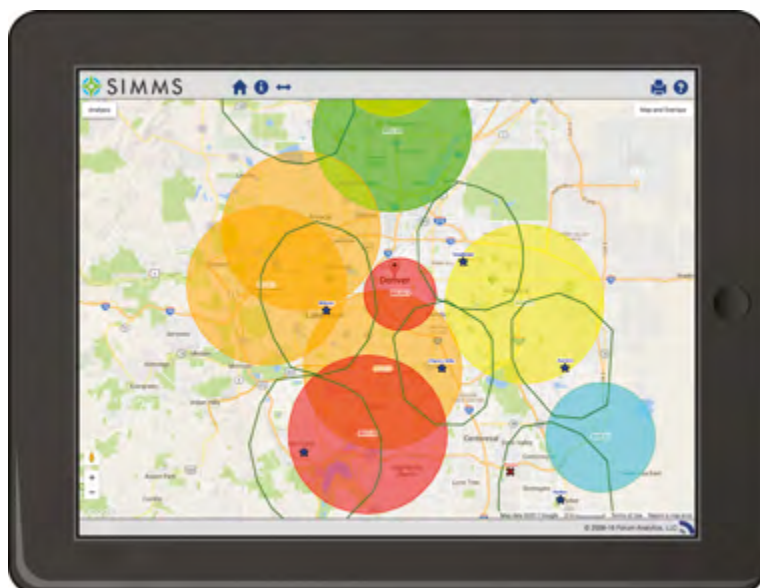## MAXIMIZE THE POTENTIAL OF NEW AND EXISTING MARKETS

Our market optimization solution identifies the highest potential gaps in your market coverage, provides a maximum ROI development blueprint, determines the competitive vulnerabilities in your current network of units, and allows "what-if" scenarios with current unit configurations.

Immediately understand the impact of protected trade areas and territories within a marketplace, quantify the impact any new locations will have on your existing units, and visually see how markets should develop.

Market optimization is not just for growing companies, but for any company that must make tough decisions on how to occupy a given geography. Our proprietary algorithm identifies the optimal configuration of units to fill a market, maximize share, and provide a stable long-term market position.

CREATE THE RIGHT ASSORTMENT FOR EVERY STORE WITH PLANOGRAM OPTIMIZATION

Forum Analytics provides assortment-level modeling and planogram optimization solutions that help you make the right decisions on floor space allocation and merchandising. From core competency categories to specialized niche assortments, Forum can help you best utilize space in every store to maximize consumer opportunity and drive revenue.

FORUM ANALYTICS

A CBRE Company

SIMMS by **CBRE**

PROPRIETARY MAPPING AND MODELING PLATFORM FOR ENTERPRISE REAL ESTATE FORECASTING, PLANNING AND ANALYSIS

Analytics are made actionable through SIMMS, Forum's remarkably simple, cloud-based mapping and modeling platform powered by Google-map navigation and flexible Excel-based reporting.

- Generate performance forecasts for proposed new locations
- Estimate performance impact
- Produce proforma packets for final site approvals with one click
- Global platform for enterprise deployment within your real estate workflow

Trusted by clients of all sizes, from startups to 60,000-global-unit brands, SIMMS is used by over 1,200 real estate planning professionals spanning senior-level executives to field users and is accessible in real time on web-enabled devices including phones and tablets.

VEXRAY®

OPTIMIZE YOUR REAL ESTATE WORKFLOW AND PRIORITIZE YOUR POTENTIAL SITES

- Brokers and developers submit sites to your website
- Unqualified sites are filtered automatically
- The best sites are prioritized and sent to all relevant resources within your organization

VEXRAY identifies well-qualified sites using over 50 demographic, business, site attribute and market factors you control.

CANNIBALYTICS

MEASURE AND QUANTIFY IMPACT

- Proprietary time-series modeling algorithm for measuring the real-dollar impact of your new units on existing units

Cannibalytics is ideal for developing rules of engagement for your organization, defining bounce-back rates and integrating with a long-term corporate growth strategy.

FORUM ANALYTICS, A CBRE COMPANY

Market Optimization

Performance Forecasting

Remodel/Relocation Optimization

Cannibalization Modeling

Merchandise Assortment Planning

Massive Mobile Pattern Analysis

Consumer Profiling and Segmentation Analysis