

PRESS RELEASE



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INTRODUCING SHOPOGRAPHICS, AVAILABLE EXCLUSIVELY FROM CBRE'S FORUM ANALYTICS

Chicago, IL – June 20, 2018 – [CBRE's Forum Analytics](#), the Chicago-based provider of state-of-the-art predictive real estate analytics, introduces the release of ShopoGraphics, a revolutionary new real estate segmentation data product developed to enhance real estate forecasting models and provide a new way to segment existing and future brick-and-mortar real estate locations.

Initially presented at ICSC RECon in May, ShopoGraphics is built from over 1.4 million commercial data points categorized into zones of retail activity through the use of advanced machine learning techniques. The resulting 37 distinct retail segments help retailers, restaurant operators and consumer service providers identify the best markets for growth and maximize ROI. ShopoGraphics is a marked improvement from any traditional demographic-based segmentation system.

"First there were demographics, from which psychographic segments were developed around consumer similarities. ShopoGraphics is the first segmentation system built around commercial activity clustering and allows us to measure a client's sales performance based on the types of commercial activity that exists around their locations," said Paul Sill, Founder and Senior Managing Director for CBRE's Forum Analytics. "We can identify the center types and activity clusters that correlate to their highest performers then help them find other commercial corridors of like activity. ShopoGraphics represents an entirely new dimension of real estate behavioral data to enhance sales modeling efforts."

The proprietary ShopoGraphics segmentation analysis is included for every new client that engages Forum for regression-based sales forecasting, or when existing clients renew their agreements for regression modeling. ShopoGraphics profiling can also be performed as an independent exercise for any company looking for entirely new insights on optimal centers with the best co-location businesses that drive their revenue, and size of their future market potential. In addition, ShopoGraphics can be licensed as a standalone database for use by internal analysts.

ShopoGraphics segmentation system is the latest machine learning innovation from Forum Analytics, a market leader in data science for the commercial real estate industry.

About CBRE | Forum Analytics

Forum Analytics has been serving the franchise and retail industries since 2001 and was established with a singular vision to create mission-critical analytics powered by advanced modeling and mapping tools restaurant and consumer services organizations to maximize the value of internal data assets, deploy accurate, data-driven solutions for enhanced decision making, and integrate data resources to simplify and increase internal collaboration. For more information, please visit www.forumanalytics.com.

About CBRE Group, Inc.

CBRE Group, Inc. (NYSE:CBRE), a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services and investment firm (based on 2017 revenue). The company has more than 80,000 employees (excluding affiliates), and serves real estate investors and occupiers through approximately 450 offices (excluding affiliates) worldwide. CBRE offers a broad range of integrated services, including facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services. Please visit our website at www.cbre.com.