



## GIS Technology

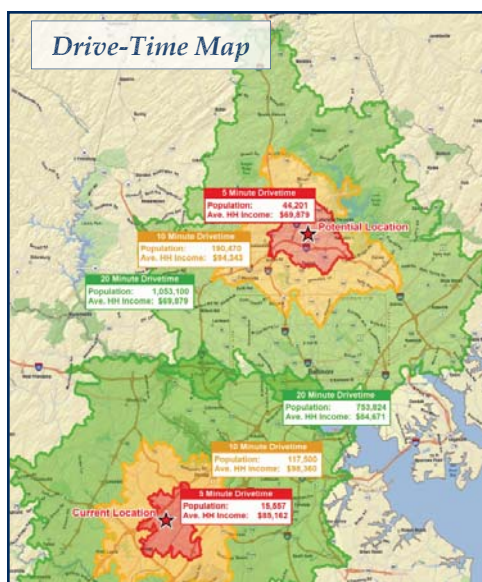
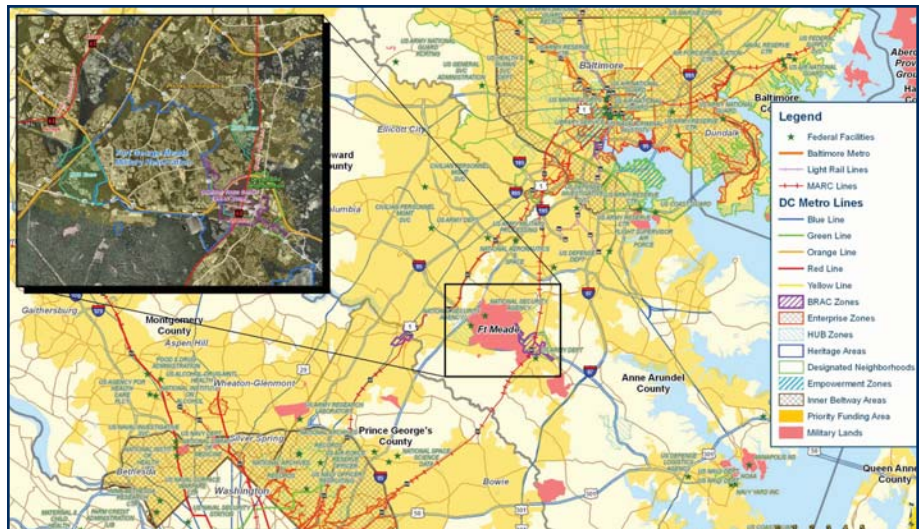
In addition to the research capabilities that you'd expect from the region's leader in commercial real estate, MacKenzie employs a unique technology, known as GIS. Short for Geographic Information Systems, this technology simplifies the integration of a wide variety of data into one, common format—a map. Since so many people are visual learners, a map can convey a large amount of information very quickly.

Coupled with an unmatched collection of local, state, and federal data, MacKenzie's GIS offers an approach to site selection that allows our clients to "see" site alternatives from a variety of perspectives. This method often reveals hidden relationships that help clients make better and faster decisions.

### Detailed Local and Regional Mapping

A map of candidate sites can be quickly created and combined with supporting information such as:

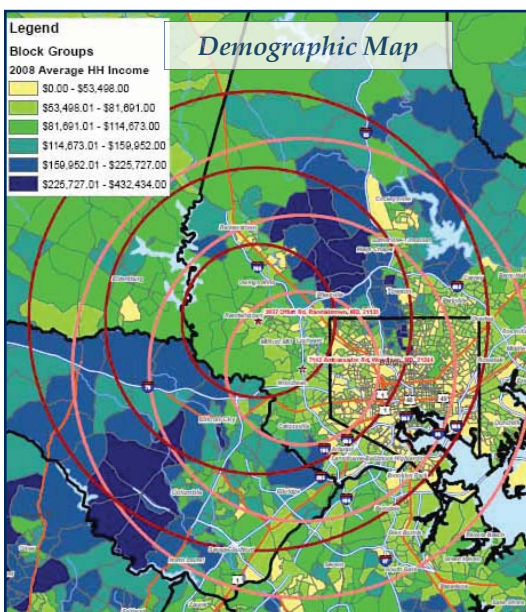
- Zoning
- Tax incentives
- Environmental constraints
- Traffic volume
- Amenities
- Business parks
- Transportation



# RESEARCH, GIS, & MAPPING CAPABILITIES

## Company Driven Data Maps

MacKenzie's GIS technology can also be used to identify correlations between company specific data and potential locations. This data, ranging from customer segmentation to employee-centric information, can highlight unconventional opportunities that could result in higher employee moral and lower overhead costs.



**Demographic Map** - MacKenzie's 2009/2014 demographics provide a rich foundation for mapping and reporting, helping clients understand where their client base is.

**Psychographic Map** - In addition to a basic demographic analysis, psychographic profiling allows greater understanding of communities. By understanding this extra dimension of any given location, businesses can define their most profitable consumers and find more like them and better understand the personality of particular neighborhoods before committing to a new location.

**Employee Focused Map** - Using basic employee information, such as home addresses or even ZIP codes, a journey-to-work analysis can be performed to discover a "geographic center" of all employees. This information can be useful in evaluating multiple locations and ensure employee retention during a relocation.

