

# Microsoft® Virtual Earth™

## Location Services for the Commercial Real Estate Industry

Success in the commercial real estate industry depends on several important factors: having up-to-date information about your inventory, knowing what types of properties are selling and leasing, and being able to quickly identify growth opportunities. Microsoft® Virtual Earth™ can help industry sales and leasing agents, brokers, and property managers visualize important business information—at a glance—to provide prospects the right information, at the right time, to help forge better customer connections.

### What You Can Do with Virtual Earth

#### Strengthen Customer Connections

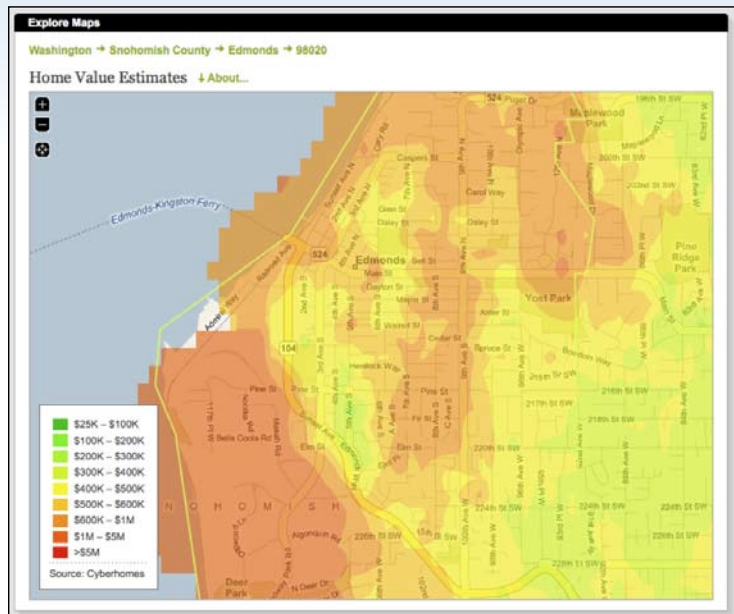
- :: Build customer loyalty by providing on-the-go customers with applications that deliver quality imagery and immersive mapping experiences on the Web and on mobile devices.
- :: Engage customers with exclusive bird's eye<sup>1</sup> and hybrid views, as well as enhanced 3D city models, to provide a detailed look at specific properties from various perspectives.
- :: Help customers find your locations and properties faster, using one-click directions featuring landmark-based routing, driving and walking directions<sup>2</sup> in 15 languages, and traffic-based routing.

#### Improve Business Insight

- :: Quickly visualize multiple sets of data, such as buying trends, sales statistics, and inventory data by layering information within the Virtual Earth environment to better serve your customers.
- :: Provide agents with cutting-edge information by linking to third-party data sets, including photos submitted by agents, GeoRSS feeds, zoning, parceling, taxation entities, and other public records, to visualize important business and inventory information to add more value to the sales process.

#### Grow Through Innovation

- :: Build brand equity using customization features to create unique for-sale locators, and incorporating information, colors, and logos unique to your company.
- :: Provide relevant information for commercial real estate customers, with the opportunity to create new neighborhood environments, with pushpin clustering, which enables users to see details about several locations near or around one main locale.
- :: Realize international sales and growth potential and create better connections with your global customers, with localized maps in U.S. English, German, French, Spanish, and Italian in Western Europe.



Cyberhomes uses the Virtual Earth Platform to display property value trends geographically.



Coldwell Banker Commercial provides rich data about cities, property values, and more.



# Put Virtual Earth to work helping your company drive better connections with your customers, presenting relevant properties in rich ways.

## Immersive Online Experiences Keep Agents and Customers Coming Back



Experience captured from www.grubb-ellis.com

**Example Scenario:** It's a tough economy and competition is at an all-time high—Internet-based buying and selling services are readily accessible and there is no shortage of motivated commercial real estate agents. Your company needs to innovate and present value-added conveniences and services from your Web site to help win property buyers and sellers—and keep customers coming back to you.

**Solution:** Using the Virtual Earth platform, your company enlists a Microsoft partner to develop an Internet-based commercial property search tool featuring bird's eye<sup>1</sup> and hybrid views, aerial imagery, 3D images, and interactive mapping for immersive and dynamic search-and-find experiences.

**Benefits:** As a result, your company now receives more monthly site traffic—increasing the number of return visits by almost 50 percent and improving search performance threefold. Your customers have at-a-glance views of your inventory to view more properties and learn more about the property in context of its location, in less time.

## Reach Customers in New, Dynamic Ways Drive More Efficient Operations by Visualizing Inventory



Experience captured from www.miamigs.com

**Example Scenario:** You work at a large property management firm that manages nearly 25 million square feet of property of varying types. Each day, hundreds of employees are dispatched to conduct inspections, make repairs, provide custodial services, and other property services. Your clients are generally satisfied with your service levels, but you could operate more efficiently.

**Solution:** You incorporate key data from your inventory of properties under management into a Virtual Earth application that enables you to visualize properties according to type, including apartment buildings, office buildings, and retail space. You can easily visualize what type of work and supplies are needed at each physical location, what skill set you need from a staffing perspective, and other key information you need to run operations more efficiently and cost effectively.

**Benefits:** By visualizing your inventory, you're able to streamline your personnel and supply needs. Your staff is happier, you're saving time and money with smoother operations, and your clients are seeing improved service levels.

### ► Learn More

For more information, please visit:  
[microsoft.com/virtualearth](http://microsoft.com/virtualearth).

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<sup>1</sup> Available in many metropolitan areas. Not available for government customers.  
<sup>2</sup> Walking directions are available in the United States and the European Union.