# InSite Map Analytics Tutorial

## HOW TO SEARCH:

There are two ways to search buildings and spaces on the map; using predefined regions and nodes or creating your own custom search parameters by drawing a polygon.

### Pre Defined Regions

Using the option list, you can select the Province, Market, District and Node using pick list options. These search parameters are consistent with the market names and boundaries used within the Perspectives tab within the current InSite platform. Once the Market, District, or Node has been selected, click the "Draw Matching Search Polygon" button to define the search space and select the

button to find buildings and spaces within the polygon. You can adjust the predefined boundaries by dragging and moving one of the polygon markers to expand or shrink the search area.
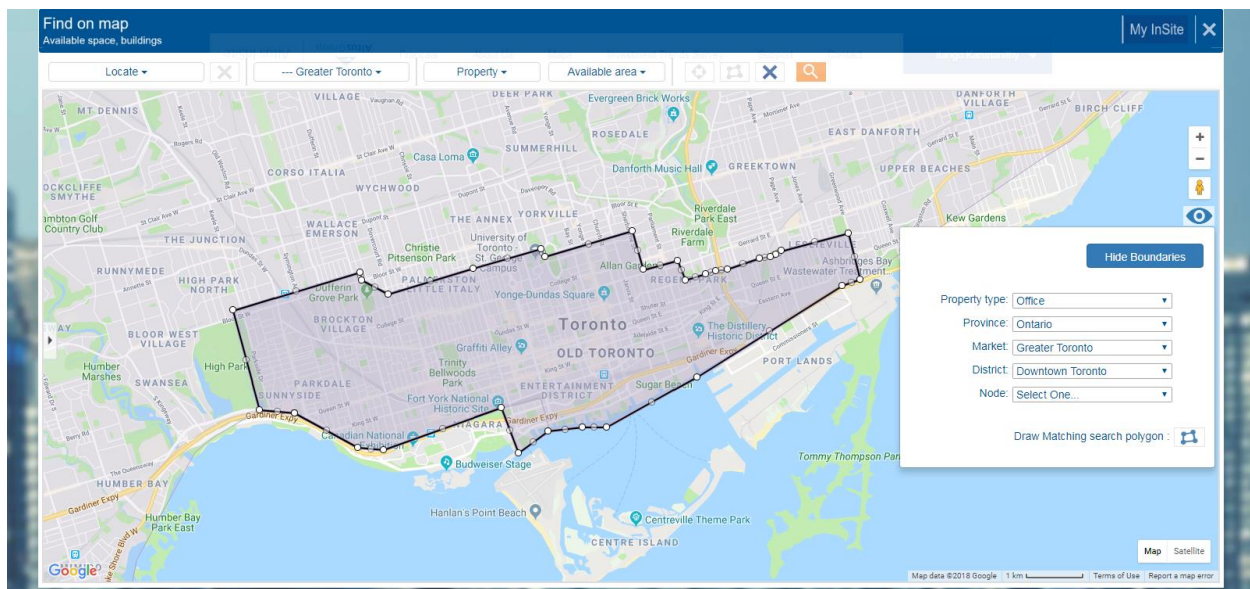
### User Defined Search Area

Using the radius or polygon tool located next to the search button, define your own custom boundaries by creating a search area on the map. The custom boundaries can be drawn at any geography from a municipality down to an individual building. Once your custom polygon has been drawn, the boundaries can be adjusted by moving a polygon marker to expand or shrink the boundary, or by selecting the button in the centre of the radius to move the search region. Once the

area has been defined, select to find buildings or spaces within the search boundaries.
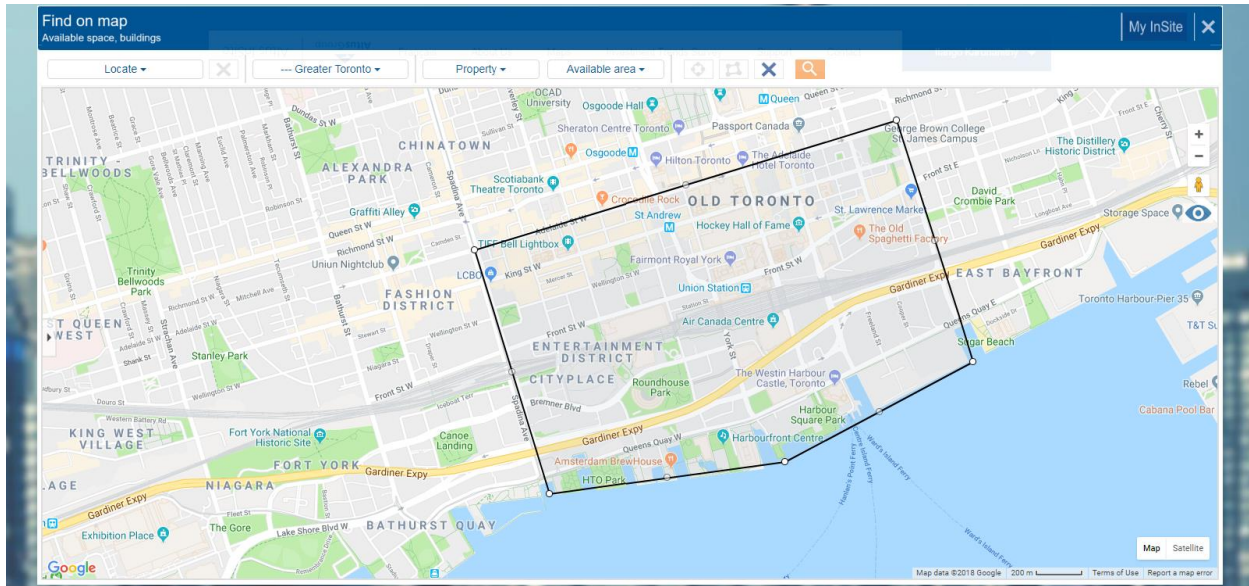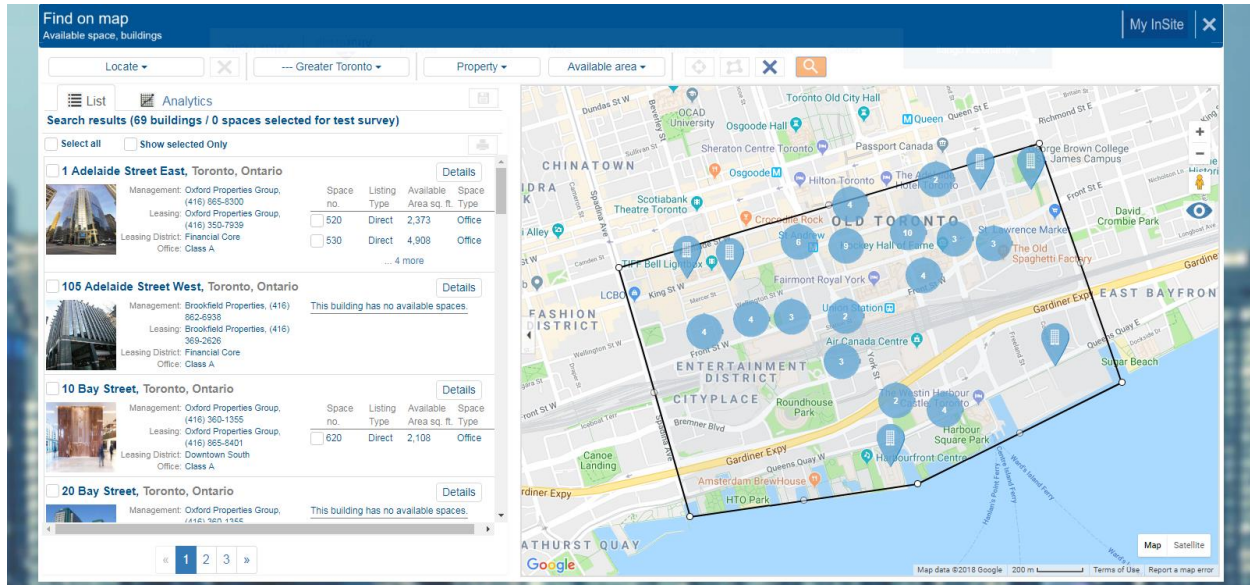
*Search Filters*

Once the boundaries have been defined, the search results can be filtered by Property Type. Search options include Property Type – Office or Industrial, Property Class, Construction Status, as well as by Building Attributes. The Building Attributes allow you to filter the results by Building Size, Age of Buildings, Floor plate (office), or Clear Height (Industrial).

You can also search by Available area to only view buildings with available space for lease by filtering the results using the Available Area option. This provides the ability to search by listing type, contiguous or divisible area, as well as available area and possession dates. Note that when the Available Area options are selected, only buildings with available space will be shown on the map or within the search results but this will not impact the Analytics function.

## Search Results

Once the search button has been selected, the results will be displayed as a list highlighting the buildings and spaces found within the search area with the selected filters. Within the search results list, users can select and display specific, buildings, find basic details on available spaces, and filter to remove buildings without available space. Selecting the DETAILS button will open a new window with the complete details on the building and available space(s).

# ANALYTICS

The Analytics tab allows users to aggregate and analyse the leasing, availability, and supply trends within buildings identified within the search area and display the results in customizable charts. All buildings are included within the Analytics results by default but can be filtered by selecting the Property Type (1) in the first drop down and/or by selecting buildings in the List results by clicking the check box and filtering for Selected Results Only (2) under the second pick list option. The chart type (3) is selectable to analyse by lease, availability while the time series (4) option displays the data by quarter or by year.

Using the search results and/or building selection options, users are able to build custom analytics for the leasing, availability, vacancy, and absorption trends. By selecting a specific number of buildings, users can build analytics down to the building or street level, allowing micro market analysis to be conducted quickly and easily. This also allows historical statistics to be quickly created for individual buildings, replacing the previous process within the form search results.
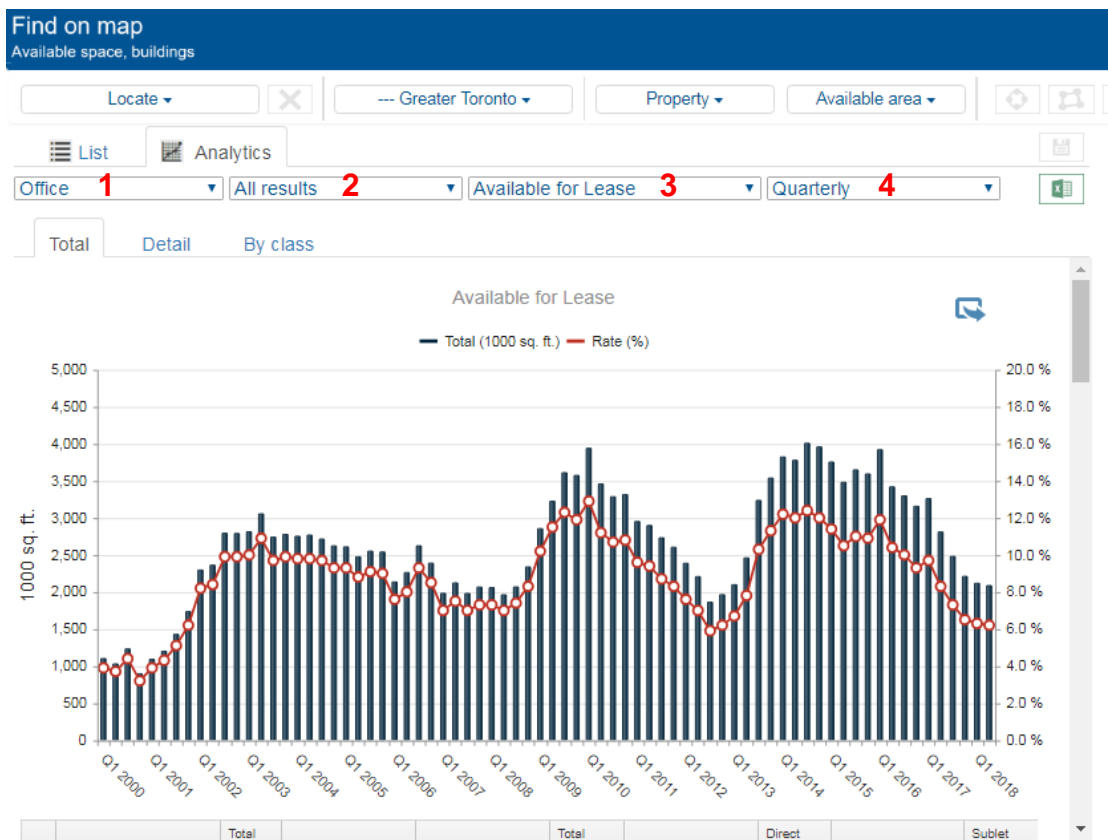
*Report Types*

The available reports allow users to analyse leasing, vacancy, supply and demand trends in the selected region/buildings. Each chart analyses the selected buildings using different parameters to provide a complete perspective on market trends and activity.
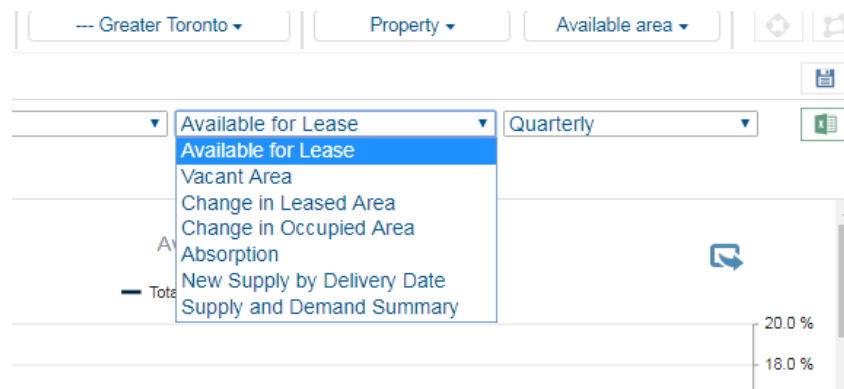


*Available for Lease* - Provides a summary of the total available area for lease within the selected region. Space is considered available if the space is being marketed and has an immediate or future possession date, and can include under construction and/or pre-leasing spaces if selected as part of the search criteria. The Available for Lease analysis can be viewed by the total, detailed view, or by building class.

*Vacant Area* – Aggregates the vacant space within the selected area as well as providing analysis on the status of the vacant space (direct vacant, sublet vacant, for sale vacant, and leased vacant area). The Vacant area charts can be customized by detail and building class, allowing analysis to include or exclude vacant areas by status.

*Change in Leased Area* – This analyses the gross change in the leased area within the selected market. Leasing activity is a term that refers to the number of leases signed or square footage committed to over a specified period without regard to occupancy. Typically, leases are executed many months before a tenant occupies the space which means that a lease can be executed in a given quarter, but the space commitment will not show up in the absorption figures until the space is occupied at some point in the future. Leasing activity includes direct leases, subleases and expansions of existing leases. Leasing activity also includes any preleasing activity in buildings that are under construction, are planned, or are under renovation. (Synonym: gross absorption)

*Change in Occupied Area* – This analyses the change in total occupied area within the region by determining the change in total vacant area at completed buildings over the time period. This is based on Total Vacant area that includes spaces that are Leased but Vacant and For Sale but Vacant to assess the total level of occupancy activity during the period. The analysis will highlight the total amount of space that has been leased and occupied as opposed to the Change in Leased Area which tracks the change in spaces that have been committed.

*Absorption* – This analyses the amount of direct space absorption by the market over the time period. This is calculated by assessing the change in direct occupied and vacant space, in conjunction with new supply, given a constant market inventory. Only completed buildings are analyzed within this report which can be used to measure the amount of space absorbed through leasing activity in existing and recently completed buildings.

*New Supply By Delivery Data* – This forecasts the delivery timing for the new supply currently under construction. To be included in the New Supply forecast, the building must be actively marketing space and have an announced completion date within the next 5 years. Note that the New Supply Analysis is conducted regardless of whether Under Construction buildings was selected in the Property Type filter menu.

*Supply and Demand Summary* – The Supply and Demand Summary compares the impact of new supply on the availability rate and change in occupied area over a given time period. This is useful in identifying overall market supply and demand activity by measuring the impact that new construction has on total market availability and to compare completions with occupancy.

*Customizable Charts*

All the charts created by the report can be customized to highlight specific data and/or time series. The Time Series displayed on the chart can be shortened by pointing your mouse over the data in the chart and using your mouse scroll button to scroll up, and can be lengthened by scrolling down. The displayed time series can be moved forward or backward by clicking and holding your mouse over the data and dragging left or right.

Individual data series can be removed from the chart view by clicking on the data title within the legend at the top of the chart – this action will remove the selected time series from the chart and grey-out the data series. This allows users to customize what data is displayed on the chart.
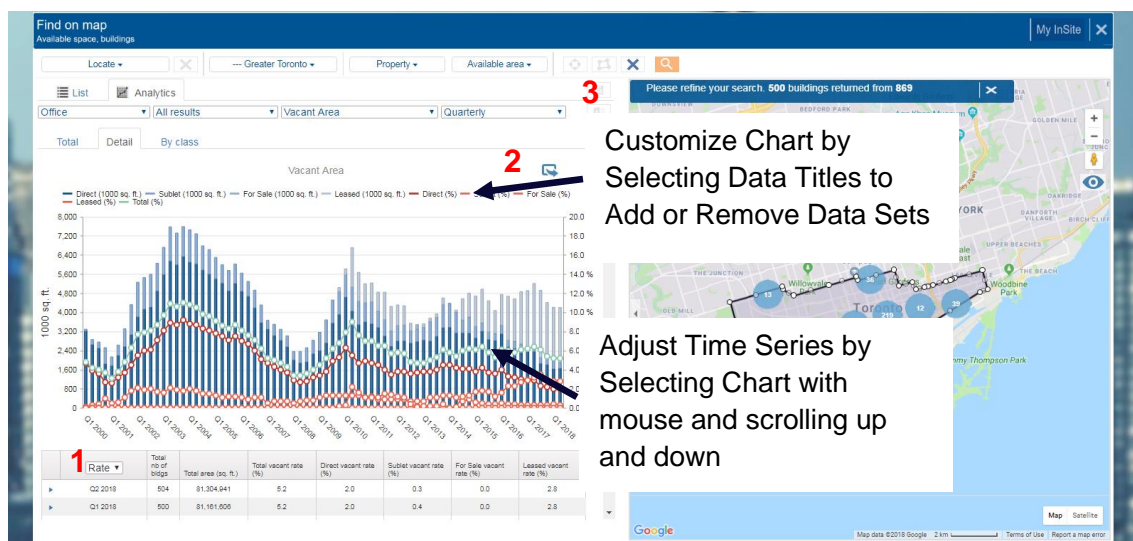


Using the pick list option (1) below the chart, the Vacant Area data sets can also be analysed by percentage rate to assess vacancy rates over time rather than by vacant area.

Using the export image button (2), the chart can now be saved as an image file (.png) to be saved for use in reports or other documents; the image export will save the chart exactly as displayed on the screen. This allows users to create and customize the chart in the platform with the desired data and timer period, avoiding the need to reanalyse the data to produce charts in a separate program.

*Export Data to Excel*

The export to Excel function allows the data for the selected buildings to be exported in excel format for additional analysis or customized charting. The export file will contain the data for all available charts including a breakdown by asset class and construction status. This feature is available with most accounts, please contact us at datasolutionsinfo@altusgroup.com for more information.