

**19  
89** | **OVER  
TWENTY  
FIVE  
YEARS**



## **myCREOpint launches real time intelligence hub**

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myCREOpint.com has launched an advanced customizable real time business intelligence hub for the global commercial real estate industry. myCREOpint delivers 300 channels focused on commercial real estate topics such as CRE debt, private equity real estate, green buildings and REIT IPOs; industry leaders like Sam Zell; companies such as Simon Property and assets like the Empire State Building. Subscribers get access to clean feeds of relevant information organized and preset in each user's own personalized news hub.

myCREOpint also features a "celebrity pack" that tracks in a single channel everything real estate that has been said by or about Barry Sternlicht (Starwood Capital), David Simon (Simon Property), Donald Trump (The Trump Org.), Jeff Schwartz (Global Logistic Props.), John

Paulson (Paulson & Co.), Jonathan Gray (Blackstone) Larry Silverstein (Silverstein Props.), Li Ka-shing (Cheung Kong), Michael Fascitelli (Vornado), Olivier Piani (Allianz RE), Robert Schiller (S&P/Case-Shiller indices), Sam Zell (Equity Group Investments), Tom Barrack (Colony Capital), Warren Buffett (Berkshire Hathaway) and Zhang Xin (SOHO China).

For example, users of myCREOpoinpoint will be able to see only real estate related news about Donald Trump without the hundreds of articles and tweets a day about politics, his NBC Apprentice Show or Trump's Beauty Pageant.

myCREOpoinpoint mines 40,000 property-relevant articles, videos, blogs, tweets and forum posts to bring relevant info in real time to commercial real estate professionals "who can now be more productive in the office or on the road," said myCREOpoinpoint co-founder JC Goldenstein. "What differentiates myCREOpoinpoint is its ability to identify, qualify and present the most influential and best industry sources by topic directly and instantly to your mobile device or desktop."

myCREOpoinpoint's "noise-canceling" technology filters out redundant headlines, false positives, specific time wasting tweets, profanities and other irrelevant links.

"We in the industry have long known that what we don't know can badly hurt us. myCREOpoinpoint was created in response to leaders in the real estate industry who said they needed a faster, more efficient way to help them mitigate risk, generate business and save time by cutting the daily email overload but still get the tidbits of value they need," said Jeffrey Finn, former CEO of NAI Global, and a lead investor in CREOpoinpoint, Inc.

myCREOpoinpoint has been under intensive development for over two years by a global team that combines top technology and real estate minds, with support from an Advisory Board that includes Patrick Brennan, vice president Business Development Hearst and former publisher of FT.com, Phil Schlein, former board member of Apple Computers and R.H. Macy; Michael Evans, former global head of the real estate practice at Ernst & Young; and Andy Stone, CEO of Petra Capital Management.

After a free trial, one starts with a monthly subscription ranging from \$14.95 (access to 5 most popular channels plus, through March 21, a complimentary trial of 15 more channels) to \$995 a month for an all-inclusive Platinum top of the line subscription.

Executives with Platinum privileges can access all available channels, a custom "off market" channel of their choice every quarter, consultations, analytics, business development and risk mitigation alerts. The \$69.95 a month Premium Subscription offers access to 30 channels (including just released ones that can be periodically exchanged), a curated news stream of 15

favorite channels, as well as access to a year of all articles, and a lot more.

Additional channels can be purchased a la carte for \$4.95 per month, or a pack of eight channels dedicated to a segment such as banks, brokers, consultants, professional service firms, REIMs, or REITs can be purchased for \$19.95 a month.

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