



## **Coldwell Banker boosts CRE data insights with Placer.ai vendor relationship**

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Manhattan, NY Coldwell Banker Commercial has formed a new vendor relationship with Placer.ai. This affiliation provides the Coldwell Banker Commercial brand and its network of CRE experts with insightful real estate data analytics that showcase the value of properties and optimize management.

In the world of commercial real estate, market analysis has become an incredibly important part of the brick-and-mortar retail strategy. The relationship with Placer.ai enhances Coldwell Banker Commercial's evaluation process to determine the most profitable uses for land and to decipher real estate market trends to build better site selection and growth strategies.

As the retail landscape continues to evolve, Placer.ai's insights are an important advantage which will provide Coldwell Banker Commercial professionals with an additional tool to better address market-wide factors such as location and accessibility, maintenance and improvement costs, tenancy and rental income, foot traffic patterns, and comparative benchmarking.

"We are excited about the opportunities this relationship creates for our network of professionals," said Dan Spiegel, senior vice president and managing director of Coldwell Banker Commercial. "Placer.ai's foot traffic analytics and location intelligence will be a valuable resource for Coldwell Banker Commercial affiliated brokers and their clients by offering unique, quality real estate market analysis. We look forward to empowering our affiliated brokers with the critical information needed to assist their clients to make informed decisions about acquisitions, sales, and the general development of property."

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