



## **The International Council of Shopping Centers unveils agreement with Real Capital Analytics to build directory**

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The International Council of Shopping Centers, Inc. (ICSC), one of the world's largest shopping center trade associations, recently revealed that it has entered into an agreement with Real Capital Analytics (RCA), a leading global research firm, to create the most comprehensive database of shopping centers globally.

"ICSC is pleased to work with Real Capital Analytics to expand its Global Shopping Center Directory coverage and offer a better delivery of this information for its members," said Michael Kercheval, ICSC's president and CEO. "More importantly than ever, the global financial meltdown experienced over the last two years taught us a lesson that a better understanding of the industry's global supply, demand and capital needs are crucial and this agreement with RCA is a step towards that objective."

"The combination of ICSC's global membership network and RCA's global research experience will allow us to deliver a powerful shopping center directory to ICSC members," said Bob White, RCA's founder and president. "ICSC members will gain greater transparency into the global shopping center universe and be better equipped to conduct business in a more timely and efficient manner."

RCA will transform the delivery of ICSC's Global Shopping Center Directory and offer free baseline global shopping center data to ICSC members. RCA will also provide a discount to ICSC members for transaction information on global retail property offered by RCA.

Founded in 2000, RCA is a global research firm based in New York City. The firm's proprietary research is focused exclusively on the investment market for commercial real estate. Within that arena, RCA offers the most in-depth, comprehensive and current information of activity in the industry. In addition to collecting transactional information for property sales and financings, RCA interprets data such as capitalization rates, market trends, pricing and sales volume. RCA also quantifies the market forces and identifies the trends that affect the pricing and liquidity of commercial real estate around the world. The firm publishes a series of Capital Trend reports and offers an online service that provides current transactional and troubled asset information for all markets globally.

Founded in 1957, the International Council of Shopping Centers (ICSC) is the global trade association of the shopping center industry. Its 60,000 members in the U.S., Canada and more than 80 other countries include shopping center owners, developers, managers, marketing specialists, investors, lenders, retailers and other professionals as well as academics and public officials. As the global industry trade association, ICSC links with more than 25 national and regional shopping center councils throughout the world.