How architects can make big data work for their business

1
Understand how property is performing

CoreLogic data solutions provide property and construction market data that will ensure you have the market knowledge you need to stay ahead of your competition. Understand exactly what's happening in the suburbs or industries you design for. Find out what projects are planned or under way. Know which businesses are nearing the end of their lease and what homes have recently sold that could need renovation or new build work.

2
Identify your most valuable customers

Your dream client is someone who thinks what you do is perfect and exactly what they're looking for. Whether your niche is remodelling, renovations, additions, new build, design or fit out work, project and property data can help you identify potential clients who are looking for the exact service you offer.

3
Build relationships and generate leads

Winning good projects in a crowded market is tough. Knowing what project opportunities are planned and upcoming gives you a competitive edge. Identify potential clients by setting up active leads that get delivered directly to your inbox – so you can connect with builders, developers, engineers and homeowners at the right time!

4
Save money on advertising

Don't waste time and money on spray and pray advertising. Hone in and market to prospects needing your niche skillset so you attract more of the right clients. Project and property data helps you identify good-value clients so you can adopt smarter, personalised marketing strategies to close more deals more quickly and grow your revenue.

5
Prospect more effectively

Don't waste time on tyre kickers. Project and property data can help you identify potential clients who are looking for services exactly like yours. Create an active stream of leads so you can send proposals to your ideal clients, close projects and increase your profits.

6
Understand property size, location and value before you visit the site

Advanced property data lets you pre-measure distances, locate contours and easements, and view internal and external property imagery. Get an idea of a property's type before visiting the site and also reduce the risk of overcapitalisation by seeing what other properties in the area are selling for.

About Us

▸ CoreLogic is the world's largest property data and analytics company

▸ Our data is used by governments, banking and finance, property valuers, mortgage brokers and the majority of Australian real estate agents:

  ♦ 98% of the Australian market covered

  ♦ Over 4.4 billion decision points that span more than 39 years of property history

  ♦ Over 650 data sources, including industry leading portals and publications

  ♦ 95% accuracy of recent sales data

For more information call 1300 734 318 or email ask@corelogic.com.au

corelogic.com.au