PiinPoint

Real Estate Network Simulations

Supercharging your Real Estate Team with
Next Generation GeoAI Capabilities

Planning the future state of your brick & mortar store network gets complex fast!

Each market is unique, whether you are entering for the first time, expanding your reach into an existing market, or reconfiguring store formats, so managing your investment risk is paramount.
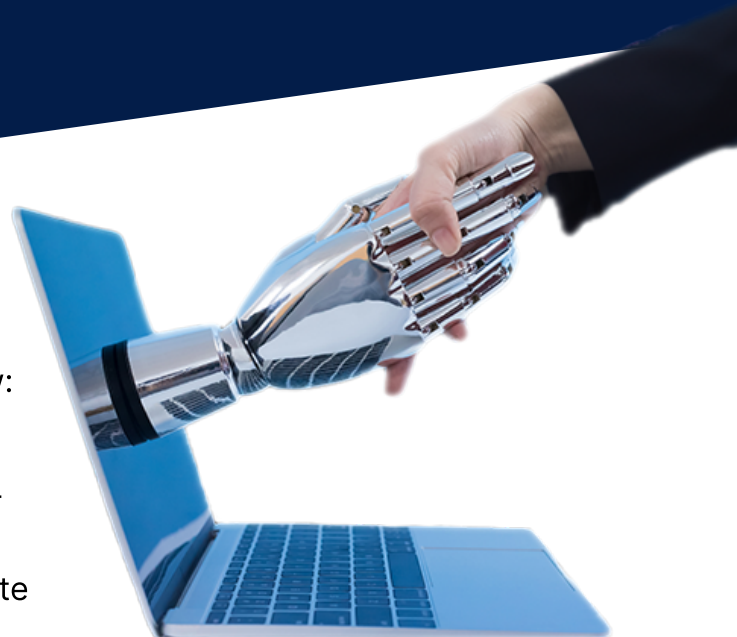
What if you could...

- Simulate real estate actions based on market assumptions?

- Adapt your simulation on a moment's notice?

- Generate multiple scenarios to measure performance sensitivity?

WHAT IF

Reduce your decision risk and increase speed to market!

PiinPoint's Network Simulations Application is Built on Three Key Pillars!

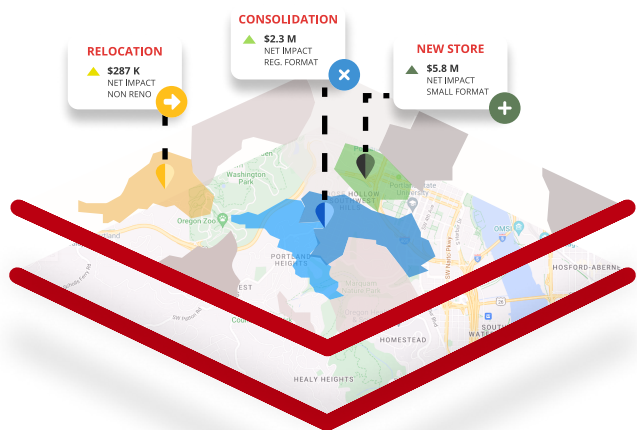**PiinPoint**

Next Generation GeoAI Tools

PiinPoint's simulation engine is built for your workflow:

- Custom machine learning models.
- Transparently configured with the client by our in-house spatial data science team
- Net performance predictions for multiple real estate transactions

Scenario Builder Interface

Scenario builder interface is designed around client workflows and includes outputs for:

- Store openings, closings, relocations, renovations and consolidations
- User can adjust variable fields and use a timetable planner for multiple contingent transactions
- Outputs can include but not limited to:
  - net sales predictions
  - net cannibalization/sales transfer estimates
  - in-store department level forecasts

Scenario Reporting Engine

PiinPoint designs its reporting engine to produce the results of the simulation:

- Net sales and/or profitability impact in a market or across the network
- Easy to use and exportable and shareable digital format.
- Downloadable for input to internal template reporting for analysis and presentation.