

Site Selection

How do I run a Site Selection in ICSC MARKETPLACES IQ?

- 1 Click *Research*, select *Commercial Site Selection*.
- 2 Enter a *City and State*; *Zip Code*, or *County*.
 - a Or select an area on the map to access map search tools.
- 3 Select an attribute from one of the following categories:
 - b *Who They Are*, *What They Do*, *Where They Live*, *What They Buy*, *Facts & Stats*
- 4 Follow the prompts to select attributes using spending and demographic data.
 - c Select *OK*.
- 5 Choose *Add more criteria* to select additional attributes.
- 6 Select *Run Analysis*.
- 7 From the results page, select one of the best geographic matches and:
 - c *Search for Listings*, *Search All Public Records*, *View Trade Area Details*
- 8 Adjust your findings in the Analysis Panel.

Commercial Site Selection

Where are the right people for a business?

Examine a larger geographic area and the demographics of the intended people to find the best trade areas to locate a business. Then search for available commercial properties.

What's the broad area you want to search?
For example, to find the best city, enter a county

Cincinnati, OH

Find people using spending and demographic data
Choose up to five attributes.

Who They Are: Age, Includes: Seniors

What They Buy: Health Care, Includes: Convalescent and Nursing Home Care

Facts & Stats: Housing Stats, Includes: Own a Home

Add more criteria Run Analysis

Analysis Results for Cincinnati, Ohio

Selected	Seniors (over 65 percent of population)	Convalescent and Nursing Home Care (dollars)	Own a Home (Percent of households)
Bond Hill in Cincinnati, OH	2,184 28.7%	\$17	54.2%
California in Cincinnati, OH	135 28.2%	\$25	81.2%

My Reports

Select a report

Property Report (approx. 9 pgs) View Sample +

Trade Area Report (approx. 18 pgs) Available for Neighborhoods View Sample +

Trade Area Analysis (approx. 4 pgs) Available for Neighborhoods View Sample +

Take a look at NAR's comprehensive research reports and statistics here.

Personalize Your Report

Include Recipient Name

Enter name

Hello!

I thought you would be interested in this property.

Best,
Jessica Jones
Realtors Property Resource

(250 characters left)

Delivery Method

Display now (open or download a PDF)

Email to: Enter email addresses, separated by comma

From: marketing@icsc.com CC to me

Do not send unsolicited email messages via RPR. Reports expire after 30 days. Please download a copy of this report if you need to retain it longer.

Run Report

CUSTOMIZE YOUR REPORT

RPR

John's Landing in Portland, OR

Select cover page elements to include:

All Elements

Name Office Address

Agent Photo

General Report Preferences

Show Page Numbers

Manage Custom Pages

YOUR PROFILE

Marketing M

Edit Profile

How do I create a Trade Area Analysis?

- From your *Site Selection* results page, scroll to your *Analysis Results*.
- 9 Select *Get Trade Area Analysis Report*.
- 10 Select the plus sign to choose the elements to include or omit in the report.
- 11 Choose the report's cover elements and whether to show or hide page numbers.
- 12 Personalize the report, choose a delivery method, and press *Run Report*.