



CASE STUDY

SCRIBBLE MAPS & ALTUS GROUP

SPOTTING INVESTMENT OPPORTUNITIES IN REAL ESTATE

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In the past, people in real estate tended to hate working with maps because most software tools had terrible interfaces. But with Scribble Maps, we can throw together a map in five minutes — using it is completely intuitive for our needs. We can import the data we need to make an assessment and start making decisions about where the opportunities are straight away

Rob Harrison, Senior Analyst: Research, Valuation and Advisory at Altus Group



There's an old saying that real estate is about three things: location, location, location. Proximity to shops, transport lines, job opportunities, and public services each affect the overall value of a property. And because buildings can't be moved once they're built, investors need to make smart decisions about where to put their money if they hope to see a return.

01

The Challenge



Altus Group provides data-driven advisory services to the commercial real estate industry.

It offers a software platform that helps investors identify key property assets and provides metrics for measuring the profitability of real estate opportunities. The firm is headquartered in Canada but operates globally, with 75 offices spread across North America, Europe, and Asia Pacific.

Since the global financial crisis of 2008, fewer and fewer property investment decisions are left to chance or speculation. Data-driven processes now dominate the real estate industry

as investors and property developers battle to identify which neighbourhoods are on the up, and which ones are already over-priced.

Since the company was founded in 2005, Altus Group has tracked the rise and fall of these areas and has become a world leader in the growing field of geomatics. Maps and technology have been at the heart of the company for more than a decade, but the team ran into trouble when Microsoft discontinued MapPoints in 2014. This left them in desperate need of a new way to bring their data and information together.

02

The Solution



Altus Group began exploring different mapping solutions but seemed to run into the same problems over and over again. They'd have to use clunky workarounds to embed symbols or graphics onto the maps. In most cases, the only way of saving what they'd produced was to take a screenshot. None of it was ideal or convenient. Discovering Scribble Maps was a game-changer.

Teams at Altus Group knew they'd found the right solution when they were able to easily import public land ownership information from the Ontario registry and overlay it directly onto their map. This enabled them to see at a glance whether properties are currently owned or up for sale, as well as which zoning restrictions they are subject to. From there, the company started getting more ambitious.

Altus Group provides consulting and advisory services for major railway

operators across Ontario. Mapping the long railway corridors had always proved challenging in other software solutions they'd used. The train tracks are often longer than 600 kilometres and go through remote areas where it's difficult to get reliable maps. When they imported the .KML file into Scribble Maps, though, the whole team could instantly see the full extent of the line and begin making their assessments.

Scribble Maps provides the analysts at Altus Group with a vital tool for visualizing properties. Throwing data onto a map allows its teams to brainstorm ideas and compare information more rapidly than their competitors, so they can focus on understanding how to deliver maximum value to their clients. Location, location, location becomes a whole lot easier when you have Scribble Maps to work with.



To find out more about Scribble Maps or for an informal chat about your requirements, please email sales@scribblemaps.com to speak with one of our representatives.