

RCM inSIGHT

Business Intelligence

for Real Estate
Capital Markets



Buy. Sell. Succeed

All Your Properties. All Your Data. All the Time.

LIGHTBOX | RCM

WHAT IS BUSINESS INTELLIGENCE (BI) AND WHY DO YOU NEED IT?

Commercial real estate capital markets transactions generate a lot of critical data that, when well maintained, can be used to make effective decisions that maximize investment returns and minimize risk. However, efficiently capturing, analyzing and presenting this data across portfolios pose a challenge.

Historically, commercial real estate has been slow to embrace technology, relying on outdated & disparate systems and spreadsheets to aggregate data and run reports — a process that is labor-intensive, error-prone, and difficult to scale.

BI is a technology-driven process that accurately and efficiently captures, consolidates and translates reporting and market data into meaningful real-time information. This marriage of people, process, and technology reveals the full story of portfolio performance by offering complete transparency into your capital markets business.

The result is an innovative approach to connecting management with the real-time data, tools, and processes needed to optimize portfolio performance.





Business intelligence for real estate capital markets has come of age. Implementing a BI strategy that enhances operational controls, instills agile decision making capabilities, and removes costly manual processes is as much an imperative today as property management and accounting systems were a decade ago.



RCM inSIGHT Helps Minimize Risk & Maximize Returns

Operational Efficiency and Control

Serving as the critical link between owners, intermediaries, and capital sources, RCM inSIGHT consolidates capital markets functions onto a single integrated platform to ensure operational efficiency and transparency.

Real-Time Pipeline Visibility

Gain 24/7 visibility into the progress and performance of each disposition throughout the entire sales and marketing process — easily monitor broker activity, gauge buyer interest, review offer submissions, & more.

Superior Transaction Execution

Compress sales timelines and reduce the spread between bid and asking price with an orderly, segmented and sequenced sales and marketing process that emphasizes efficiency, access to international capital and transparency.

Single Source of Truth

Reconciling activity reports from multiple advisory relationships isn't just frustrating — it's inefficient. RCM inSIGHT dynamically compiles data from disparate sources into a single unified system of record so every stakeholder is on the same page.

Immediate Access to Reporting

Your data is only as valuable as its availability. RCM inSIGHT delivers dynamic and on-demand reporting, so you're never at risk of basing critical decisions on incomplete, inaccurate, or outdated information.

Better Informed Decision Making

Identify risk and capitalize on opportunity using fact-based decisions that are backed by reliable, timely, and relevant information.

Self-Service Access to Information

Allow qualified members of your firm to filter, compare, visualize and analyze data to formulate one-time-only or recurring analysis that can be shared with others.

Data Visualization

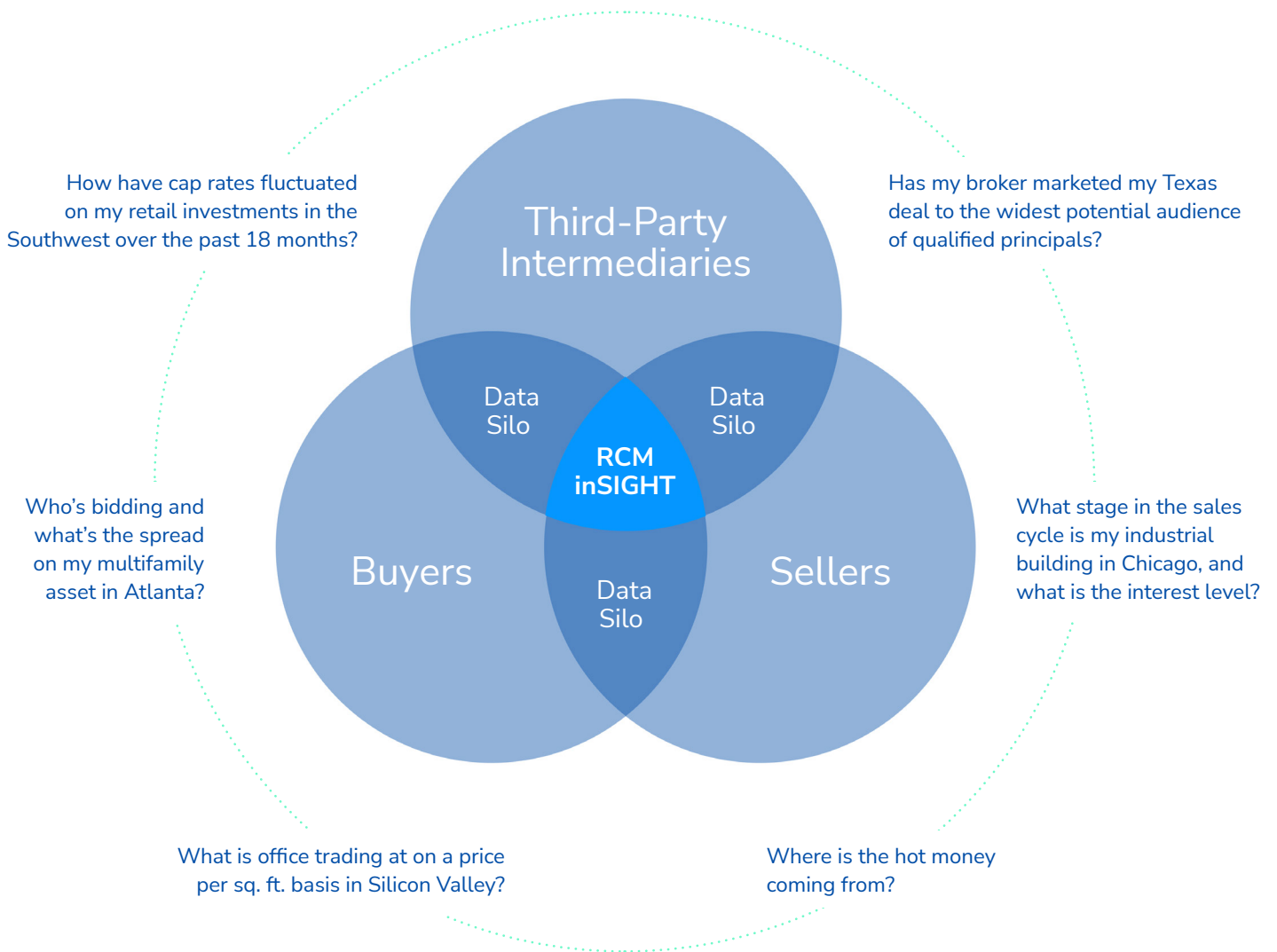
Understand the significance of your data in a visual context. RCM inSIGHT lets you visualize and explore your data within a real-time dashboard composed of charts, maps and drill-downs.

Transform the Way You Gather, Analyze & Share Capital Markets Data

**RCM inSIGHT frees your capital markets data from isolated silos
to construct a dynamic, on-demand picture of your business**

The commercial real estate industry is at war with spreadsheets and decentralized data. Owners and their brokers spend considerable time building reports and conducting duplicative data entry. Manually receiving, validating, and compiling reports from numerous advisory relationships is impractical. To remain competitive, ownership entities must implement comprehensive business intelligence solutions that not only enable effective aggregation of data from intermediaries, but also

provide a platform for analysis and interpretation for better decision making. RCM inSIGHT is your capital markets command center that acts as an online bridge between you, third-party professionals, and capital sources. The dynamic platform brings data from every stage of the investment cycle into focus, so you can see it all in context and start accelerating and improving decision making, optimizing internal business processes, and increasing operational efficiency.



Optimize Portfolio Performance Through Superior Transaction Execution

Underpinning RCM inSIGHT is a capital markets engine that optimizes portfolio performance when it counts the most - **at the time of sale**

Disposing of large numbers of institutional assets requires an orderly, segmented and sequenced sales and marketing process that emphasizes efficiency, exposure and transparency.

At the core of RCM's business intelligence platform is an integrated marketing and transaction management platform that brings process improvements to every aspect of the disposition, and intelligently aggregates the torrents of data into a centralized command center for optimal transparency and 24/7 data access.

What was once an analog process that lacked control and oversight, is now a technology-driven process entirely executed and tracked online. From assessing market value to property marketing, due diligence, offer management and closing, asset managers and their brokers share unified procedures, workflows, and information that establish effective operational control of capital markets transactions. The result is a reliable process for spurring demand, optimizing profitability and increasing liquidity, while delivering real-time reporting.

RCM's tools work together to form a complete business intelligence solution that captures and organizes capital markets data into a centralized intelligence hub for making better informed decisions.



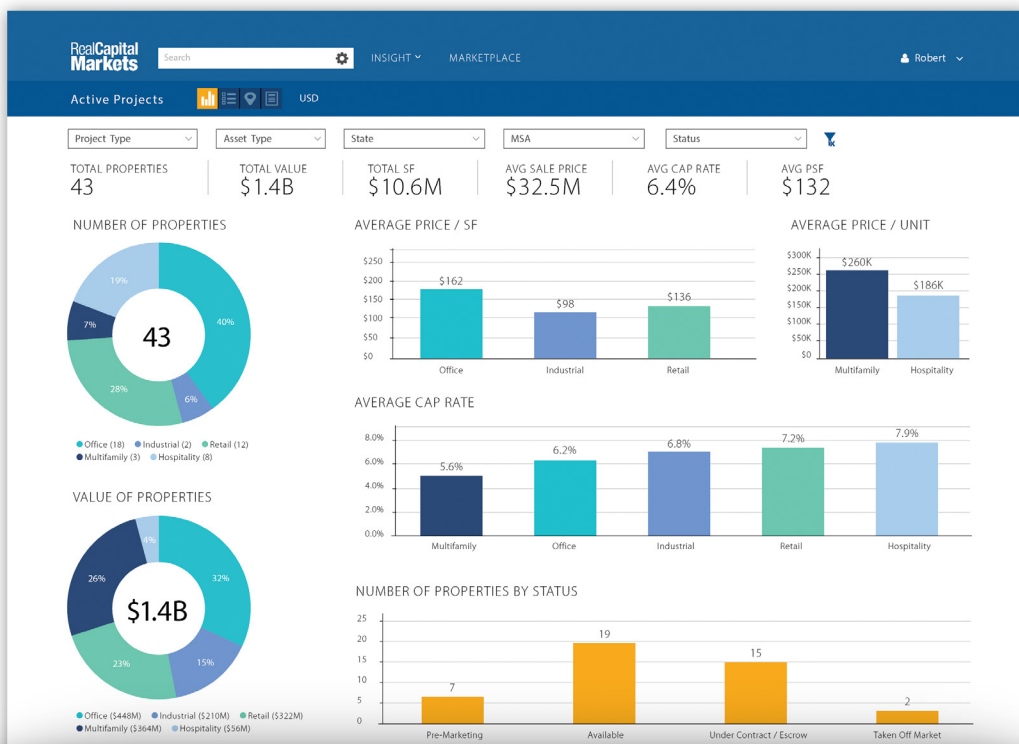


RCM inSIGHT provides a broad array of key features to empower faster, more informed capital markets decisions:

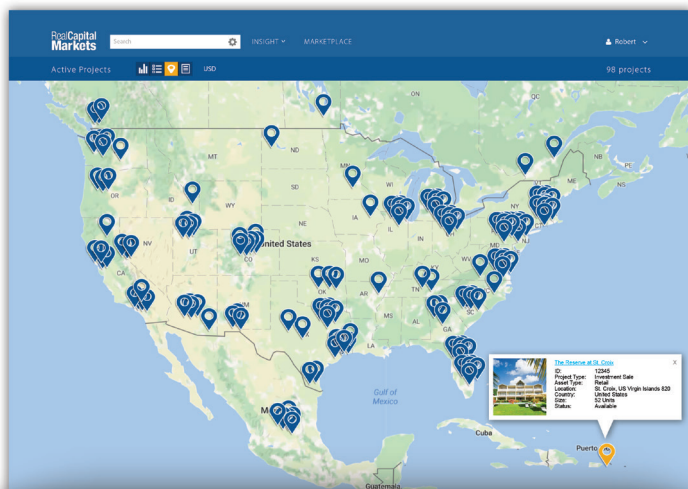
- › Single, integrated platform
- › Central data warehouse
- › Real-time reporting
- › Web-based dashboards
- › Google Maps integration
- › Desktop & mobile accessibility
- › Database of qualified principals
- › Bank-grade security

Portfolio Dashboard

RCM inSIGHT intelligently aggregates the disparate data created in today's ownership process into a centralized command center for quick and easy access.



- › Access a single networked view of your entire portfolio
- › Aggregate both current and historical property data
- › Provide access to your entire firm or select teams
- › Focus less on assembling reports and more on achieving business goals
- › Drill down to analyze underlying information in more detail



Portfolio Map

Make your geospatial data more accessible so that anyone in your workforce, from the office to the field, can find it.

- › View your portfolio data using Google Maps
- › Quickly see the big picture and drill down to analyze detailed property and parcel information
- › Automatically add your current offerings to your existing website when combined with RCM's Listing Engine technology

Sales Management

Gain 100% Transparency into your capital markets transactions with real-time access to sales and marketing activity using a single networked view.

Name	Project Info	Estimated Financials	Marketing Summary	Sale Progress
Four Corners Center San Diego, CA 92008 United States ID: 12345 View Snapshot	Investment Sale Retail - Strip/Convenience 87,645 sq ft	Value: \$2,000,000 NOI: \$96,122 Cap Rate: 4.81% Price: \$227 / sp ft	Prospects: 0 Agreements: 0 Offers: 0	PRE-MARKETING
Loan Secured by Western Valley Mall Sioux City, IA 51108 United States ID: 12425 View Snapshot	Loan Sale Retail - Mall 571,368 sq ft	Value: \$40,000,000 NOI: \$8,727,578 Cap Rate: 16.82% Price: \$70 / sp ft	Prospects: 5,212 Agreements: 89 Offers: 9	AVAILABLE Days on Market: 72
Yellow Creek Shopping Center Jackson, MS 39211 United States ID: 15142 View Snapshot	Investment Sale Retail - Shopping Center 80,541 sq ft	Value: \$7,355,005 NOI: \$830,000 Cap Rate: 11.82% Price: \$91 / sp ft	Prospects: 6,203 Agreements: 91 Offers: 10	AVAILABLE Days on Market: 78
Eastlake Center Eastlake, OH 44145 United States ID: 54589 View Snapshot	Investment Sale Office - Low / Mid Rise 80,853 sq ft	Value: \$10,000,000 NOI: \$890,000 Cap Rate: 8.1% Price: \$164 / sp ft	Prospects: 6,858 Agreements: 65 Offers: 9	AVAILABLE Days on Market: 80
Memphis Industrial Complex Memphis, TN 38133 United States ID: 12364 View Snapshot	Investment Sale Industrial - Warehouse / Dist... 850,628 sq ft	Value: \$80,000,000 NOI: \$5,682,998 Cap Rate: 7.1% Price: \$94 / sp ft	Prospects: 7,204 Agreements: 67 Offers: 10	AVAILABLE Days on Market: 95
Valley View Garden Exton, PA 19341 United States ID: 55487	Investment Sale Hospitality - Full Service 127,360 sq ft	Value: \$5,000,000 NOI: \$832,000 Cap Rate: 8.2%	Prospects: 11,755 Agreements: 77 Offers: 12	UNDER CONTRACT Days on Market: 127

- Know exactly what stage of the sales process each asset is in — from pre-marketing to sold
- Quickly determine the total days on market, gauge buyer interest, review offer submissions and more
- Assemble and analyze real-time information quickly without the usual fire drills
- Reduce dependence on hastily compiled “best guess” reports

4224 Corporate Plaza (12345)

Sold

Investment Sale
Office - Low / Mid Rise

SELLER: David Rauch (Owner), Smith Development Partners, Inc. (Development Partner)

BUYER: Blahnik, Inc., Kenneth Properties, LLC

SALE PRICE: \$10,990,000 USD

LOCATION: 4224 Corporate Plaza, San Diego, CA 92008, United States

Property Details

SIZE	171,000 SF	YEAR BUILT	1979
PARCEL	7.5 Acres	YEAR RENOVATED	2016
APN	024-783-221	INVESTMENT TYPE	Stabilized
CLASS	A	TENANCY TYPE	Single
OCCUPANCY	100%	LEASE TYPE	Full Service Gross
		ID	12345

Historical Property Snapshot

Complete institutional memory for all property and transaction data.

- Access historical property and transaction data and view key reports. Historical data includes underwriting and due diligence documents, estimated and actual financials, confidentiality agreement reports, offers reports, marketing collateral, and more.

LIGHTBOX | RCM

For more information, please contact:

info@rcm1.com | 888-440-7261 | www.rcm1.com

ABOUT LIGHTBOX

LightBox is the world's leading commercial real estate information and technology platform. Through operational excellence and a passion for innovation, LightBox facilitates transparency, efficiency, insight and prediction for real estate investment and location analytics. Our customers include commercial and government agencies requiring definitive real estate data and powerful workflow solutions, including brokers, developers, investors, lenders, insurers, technology providers, environmental consultants, and valuation professionals. LightBox is backed by Silver Lake and Battery Ventures. Learn more at lightboxre.com

ABOUT LIGHTBOX RCM

The industry's leading go-to-market listing platform that powers investments sales, as well as debt and equity deals. A trusted CRE solution that increases the speed, exposure and security of your transactions by leveraging online marketing capabilities and email services, as well as a qualified pool of investors and lenders. With over 20 years in business, the RCM platform has executed over \$3.2 trillion in aggregate transactions, with an average of 14,000 listings. Approximately 50% of all U.S. investment sales, over \$10 million, are brought to market using RCM annually.

