

Essential data tools for CRE professionals

Established in 1984, Yardi Systems has grown dramatically over the last three decades to become the leading provider of high-performance software solutions for the real estate industry. Today, the company employs over 5,000 dedicated professionals working in over 30 offices throughout North America, Europe, Middle East, Asia, and Australia. Yardi® Matrix is the Commercial Real Estate property and markets data and analytics arm of Yardi Systems. With the recent expansion of its self storage coverage to 126 markets, up from 99, Yardi Matrix is now the largest data set for market intelligence and competitive analysis in the self storage sector, as highlighted by Jeffrey W. Adler, Vice President, Matrix.

Mr. Adler explains that Yardi Systems started as a PC based property and entity level accounting system. Over the years, the company has evolved to become a web enabled SaaS based systems provider capable of handling all of the financial and operational needs of income producing Commercial Real Estate, both in North America and globally.

Yardi® Matrix, the data and analytics arm of Yardi Systems, is a toolkit for the Commercial Real Estate (CRE) investment professional, enabling rapid

deal sourcing, pre-underwriting, and competitive benchmarking for asset management. The data provided by Matrix make it easy for multifamily, office or self storage property professionals to take control of property prospecting, preliminary underwriting and asset management processes. Property professionals can also use the service to benchmark property performance, canvas competitors and neighbourhoods and find new contracts. “We provide specific data points on actual ownership, in-place

loans as well as aggregated and anonymised revenue and expense benchmarking information and analytics,” Mr. Adler adds.

He points out that Matrix, by providing critical self storage market data to the professional property manager, addresses a real need: while self storage is an emerging institutional investment asset class that is rapidly professionalising in the US, the sector has lacked many of the tools, and much of the transparency, available in other asset classes. “Matrix provides the same data elements in Self Storage that we provide in the other asset classes, with a special emphasis on the new supply pipeline; this is an area of specific concern to self storage investors,” says Mr. Adler. He adds that subscribers to Yardi Matrix’s national service are already accessing their newly expanded footprint. “We believe that this expansion will make the service more appealing to nationwide investors as well as open up more markets for local investors now that we provide data in over 126 markets.”

Mr. Adler believes that there are several hundred potential clients for Yardi® Matrix in the self-storage sector alone.



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