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*“All of our in-house data is derived by internal research from the advisors working in the market”*

Your Real Estate Solutions Provider

# OUR CASE FOR IN-HOUSE RESEARCH

At **Ross Property Advisors** we believe that one of our value-added propositions is the in-house research we generate. We have found that research increasingly becomes a point of differentiation among commercial real estate firms competing to win the confidence of clients.

While most third-party data firms provide a measure of a market’s performance, they often fail to capture the true inventory of available space and tend to generalize about markets. More importantly, third-party data carries an inherent limitation: the data rarely interpret the underlying trends occurring in the local market nor does it **predict future performance**.

<b><u>In-House</u></b>	<b>VS</b>	<b><u>Third-Party</u></b>
<ul style="list-style-type: none"> <li>▪ Precise knowledge of the market</li> <li>▪ Interprets market trends and predicts future performance</li> <li>▪ Researchers with direct knowledge</li> </ul>		<ul style="list-style-type: none"> <li>▪ General knowledge of the market</li> <li>▪ Data does not identify underlying market trends</li> <li>▪ Researchers with indirect knowledge</li> </ul>

What’s more, third-party data firms usually fall short of providing specific lease comparables which include: effective rates, termination options, tenant improvement, concessions and lease expirations.

Our in-house research overcomes these limitations and further demonstrates our commitment to the local market. We spend thousands of dollars and countless hours to develop proprietary data that offers a clarity and understanding of information in the Phoenix Metropolitan market.

***Our proprietary database includes an in-depth overview of the area, building features, ownership, management, and leasing information.***

Our proprietary database can supply clients with market information such as available properties which meet their requirements, their location, the ability to expand and the amount of expansion space available, the existing improvements, and previous occupants. Our database, includes an in-depth overview of the building features, ownership, tax district, sales history, management company, leasing agent, recent lease comps, and the asking lease rate or sales price. This constant monitoring of the buildings and the market conditions provides a clearer understanding of these and other variables.

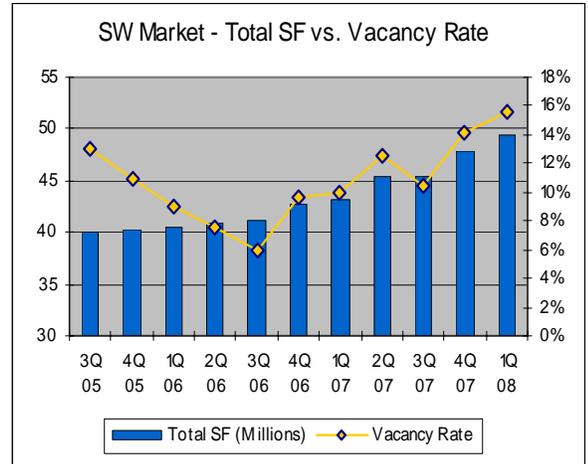
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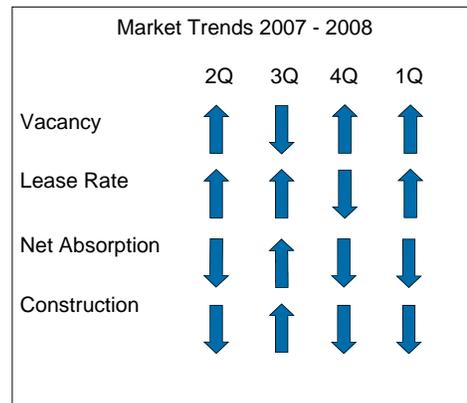
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Many third-party providers employ researchers to gather data. Few of these researchers have direct knowledge of the market or the product; in fact, many are located out of the state and gather their information over the phone. They fail to ask the questions that are often most important in a real estate transaction.

All of our in-house data are derived by internal research from the advisors working in the market. Having our advisors collect data is an important difference and vital to the accurate interpretation of the data for the client. The accuracy of the information gathered by the advisor is critical to the user of the property and helping make well grounded decisions.



▪ Example of our data derived from in-house research ▪



▪ Example of our data derived from in-house research ▪

Like other firms, we subscribe to third-party research, we attend conferences locally, regionally, and nationally to gain a better understanding of the trends, views, and opinions of market conditions.

We weigh this data against our in-house information to understand and interpret the differences. What we have concluded is that there is no substitute for the local market

knowledge gained from the collection of data to meet the clients' needs.

We specialize in representing users leasing and purchasing industrial properties. We know the industrial market, the space available, the property owners' and we have the information you need to help you make the best decision.