

# Take the guesswork out of real estate investing with this analytics tool

来源: Big Think 话题: 商业 难度: 119 词数: 337



Big data is supercharging almost every industry. It's about time to use it to your advantage when it comes to buying property.

Mashvisor brings real estate data from scores of public records into one place. This resource helps savvy real estate buyers spot deals before other investors.

It's 2020 ... and data is everywhere. From e-commerce to sports to the foundations of our democracy, everyone is trying to extract the keys to unlocking the future from all those massive stores of accumulated data.

Of course, it should come as no surprise that the big-money world of real estate has jumped on the analytics train with both feet. Now, you can take advantage of that advancement with hard real estate data that can make you money with a lifetime subscription to Mashvisor.

No more spreadsheets, no more searching. Using vast real estate data and analytics, Mashvisor turns 3 months of research into 15 minutes. Find out immediately what kind of returns a property will provide and what you need to outperform the rental market. Mashvisor compiles vast stores of public record information and trusted real estate sources like Auction.com, Realtor.com, Zillow and more to form a true valuation of a property. It used to take weeks and weeks of skimming through old records and scores of websites to uncover nuggets of valuable intel. Now, it's all crunched through Mashvisor in a handful of clicks.

Armed with that knowledge, smart investors can quickly find low-priced properties for sale that can immediately turn profits as either long-term rental units or as shorter-term AirBnb-style vacation housing. Since speed is key, this Mashvisor data can help savvy buyers lock in bids well before old-school property chasers realize their true worth.

A lifetime Mashvisor basic subscription (regularly \$1,499), including the complete suite of elite real estate data sets and tools, is only \$39 with this limited-time offer. Mashvisor is also offering an even bigger discount on its professional level subscription, which features "heat maps" and additional market information for just \$99, a savings of over \$4,600.

答题:

1.What does the third paragraph show?

- A. We can collect data with some special keys.
- B. We will unlock the age of big data in the future.
- C. Big data makes our life worse.
- D. Big data is heavily exploited now.

2.What do we know about the Mashvisor?

- A. It uses spreadsheets to analyze data.
- B. It can quickly collate the data and help you make a judgment.
- C. It is a robot controlled by human beings.
- D. It cannot calculate a true valuation of a property.

3.According to the passage, what is Mashvisor?

- A. A Real estate company.
- B. A search engine.
- C. An artificial intelligence robot.
- D. A tool to help clients make real estate investments.

4.What does the article mainly focus on?

- A. How the big data has impacted the real estate industry.
- B. The prevalence of big data in modern world.
- C. The development of the real estate industry.
- D. How to invest in real estate.

拓展:

## 重点词汇 Vocabulary

outperform    /,aʊtpə'fɔ:m/

v. 胜过

Investors can find out immediately what kind of returns a property will provide and what they need to outperform the rental market.

投资者能立即得出一项物业的回报，以及他们需要什么来跑赢租赁市场。

savvy    /'sævi/

adj. 聪慧的

This resource helps savvy real estate buyers spot deals before other investors.

此资源可帮助精明的房地产买家在其他投资者之前发现交易机会。

supercharge    /'su:pətʃa:dʒ/

v. 对...增压，使超载

Big data is supercharging almost every industry.

几乎每个行业的大数据都在增加。

## 词组搭配 Phrase&Collocation

1. it is about time to    到.....的时候了

It's about time to use it to your advantage when it comes to buying property.

提到买房，是时候发挥它的优势了。

2. a handful of    少量的

Now, it's all crunched through Mashvisor in a handful of clicks.

现在，只需单击几下即可通过Mashvisor平台进行所有操作。

## 句子讲析 SentenceSpotlight

Armed with that knowledge, smart investors can quickly find low-priced properties for sale that can immediately turn profits as either long-term rental units or as shorter-term AirBnb-style vacation housing.

有了这些知识，精明的投资者就可以迅速找到待售的低价房产，这些房产可以立即作为长期租赁单位或短期爱彼迎风格的度假屋获利。

讲析：

(1) 句子的主干是smart investors can find low-priced properties.

(2) that引导定语从句修饰low-priced properties

## 知识万花筒 Knowledge Bank

1. Mashvisor：领英，是一个让普通人成为精明的个人投资者的一个平台，通过一个即时聚合房地产数据的在线平台进行有利可图的房地产投资和租赁策略决策。该平台提供社区数据和分析，如现金流、现金回报、上限率、GRM、空置率和租赁市场强度指标，以确定传统和短期住宿物业的安全投资市场潜力。

2. AirBnb：AirBed and Breakfast ( Air-b-n-b ) 的缩写，中文名：爱彼迎。爱彼迎是一家联系旅游人士和家有空房出租的房主的服务型网站，它可以为用户提供多样的住宿信息。

写译:

请根据特定的单词或词组翻译下列句子。

1. Yet, when it comes to software development, we have difficulty applying those concepts. ( when it comes to 当提到..... )

请根据特定的单词或词组翻译下列句子。

2. Only armed with knowledge can you be a good teacher. ( armed with 具备 )

微信扫一扫进教师端查看本篇文章，可布置阅读任务

