		Opportunity analysis					CBRE Build NYC – Industrial & Logistics September 2018
	Role?	(All survey recipients)					Please note: we are using a modified quantitative methodology from the JTBD ODI framework. Instead of only counting SAT as responses marked 4 or 5, we weigh each answer on the 5-point scale linearly. This gives us a more granular sespecially with fewer responses.
#	Col	Desired outcome	# resp.				Notes
7	AV	Is it important for you to quickly and easily figure out what data is missing or wrong in availabilities, comps, market statistics, and other third-party data?	14	9.82	3.04	16.61	Opportunity landscape
)	BD	Is it important for you to quickly and easily analyze multiple datasets to better advise your client?	14	9.64	2.86	16.43	
	AZ	Is it important for you to quickly and easily create client deliverables to communicate the survey data?	14	9.82	3.21	16.43	
	AJ	Is it important for you to quickly access supporting data anytime, anywhere?	14	9.64	3.04	16.25	8.00
	AT	Is it important for you to easily organize availabilities, comps, market statistics, and other third-party data?	14	9.64	3.04	16.25	
	ВВ	Is it important for you to quickly and easily create high production quality client deliverables?	14	9.64	3.21	16.07	OVERSERVED
	Р	Is it important for you to quickly and easily access trustworthy sources for availabilities, comps, market statistics, and other third-party data?	14	9.82	3.57	16.07	6.00 R
	BF	Is it important for you to quickly and easily update different client deliverables when data is added or changed?	14	9.64	3.21	16.07	V BO BQ T Z G
	AD	Is it important for you to easily get availabilities in a client-ready format?	14	9.46	3.04	15.89	■ M
	BU	Is it important for you to quickly and easily incorporate RFP response data into the site selection process?	14	9.46	3.57	15.36	
	BS	Is it important for you to quickly and easily remove sites or add sites to the survey based on changed requirements, needs, or priorities?	14	9.64	3.93	15.36	AP AN AP AN
	AF	Is it important for you to quickly and accurately filter down availabilities to ones that meet your client requirements?	14	9.46	3.75	15.18	2.00
	BW	Is it important for you to quickly and easily communicate the final shortlist to your client with all relevant information?	14	9.82	4.82	14.82	
	AN	Is it important for you to easily get supporting data in a client-ready format?	14	8.75	2.68	14.82	UNDERSERVED
	ВН	Is it important for you to reduce inconsistency between client deliverables?	14	9.46	4.11	14.82	2.00 4.00 6.00 8.00
	AP	Is it important for you to reduce the number of people you need to contact to get and verify supporting data?	14	8.75	2.86	14.64	
	M	Is it important for you to reduce the number of sources you need to get the best availabilities, comps, market statistics, and other third-party data?	14	9.11	3.75	14.46	
	AL	Is it important for you to easily remember what supporting datasets are available and how to access them?	14	8.57	3.57	13.57	7
	AB	Is it important for you to reduce the number of people you need to contact to get and verify availabilities?	14	8.75	4.11	13.39	
	G	For new business, is it important for you to quickly and accurately research who the client is?	14	8.75	4.46	13.04	4
	Z	Is it important for you to quickly access availabilities anytime, anywhere?	14	8.75	4.64	12.86	6
	ВЈ	Is it important for you to reduce the number of tools used to create client deliverables?	14	8.39	3.93	12.86	
	R	Is it important for you to quickly find and engage other CBRE teams to help with this deal?	14	8.93	5.54	12.32	2
	Т	Is it important for you to easily communicate project/deal details with all CBRE teams (advisory, marketing, research) working on the assignment?	14	8.39	4.64	12.14	4
	I	Is it important for you to quickly and easily share that client information with your team?	14	8.04	6.25	9.82	2
	RΩ	Is it important for you to reduce the effort of	1.4	6 79	1 16	0.44	

BQ Is it important for you to reduce the effort of restarting a new market search if client

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requirements, needs, or priorities dictate it?

BO Is it important for you to reduce the likelihood the client changes requirements, needs, or priorities?

Is it important for you to reduce your reliance on other CBRE teams?

14 6.79 4.46 9.**11**

4.64

7.86

6.61

14 6.25

14 **5.71** 4.82