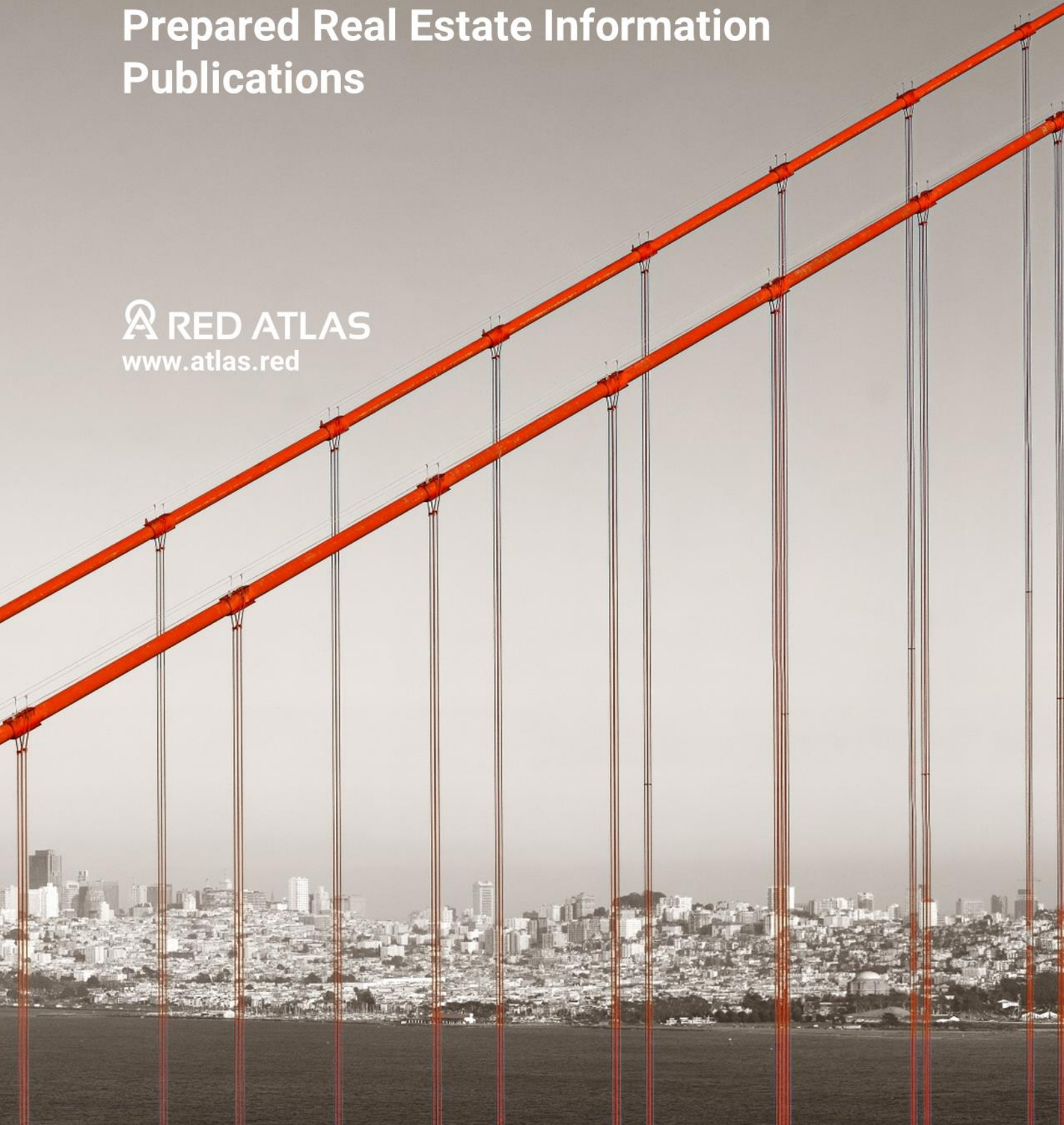


RED Research

Prepared Real Estate Information
Publications

 RED ATLAS
www.atlas.red



About RED Atlas

We live in a time with unlimited access to information. However, real estate data is still inaccessible in most of the world. Competitors are not optimized for undeveloped markets and antiquated data collection methods are not scalable globally, creating data deserts that dry up property investment funding. As a result, emerging real estate markets have become associated with inefficiency and risk.

Red Atlas empowers investors, brokers, and managers to access previously inaccessible property-level information. Organizations can securely store their private data and leverage it in concert with public data, and brokers can streamline their workflow with custom brochure and report generation so that they can spend more time serving clients. Finally, Investors will have a broader and clearer view of previously clouded markets when deploying capital.

This emerging opportunity has been made possible through proprietary technology developed by a team of experienced real estate professionals and software engineers with firsthand experience of working in data-poor markets. The Red Atlas platform automatically collects and cleanses data and is armed with practical analytics tools that will enable our clients to make quick and informed decisions.

RED Research

What is RED Research?

RED Research is a client-tailored service aimed at leveraging the metadata provided by both public and private sources on the platform to provide world class real estate research. Our analysts leverage an internal version of the RED Atlas platform that enables them to access unparalleled market insights that can be shared with our clients for public or private distribution.

Research engagement examples include:

- Market and Sector Reports*
 - Retail
 - Office
 - Industrial
 - Land
 - Residential
 - Other
- Portfolio Analysis
- Automatic Valuation Report Generation
- Automatic Property Brochure Generation
- Feasibility Studies

**Market and sector reports are exclusive annually, meaning RED Atlas will not sell the same market and sector report to multiple clients in a single calendar year.*

Our research is primarily centered around the following processes:

Understanding

Our AI and analytics team automates manual data collecting processes and cleanses the data into a single global real estate ontology, which turns a complex international data landscape into a human-readable real estate data asset.

Leveraging

Leveraging public and private data assets to provide high-level insights that are not available in the public domain; accomplished by layering public data assets with metadata from secure, client-specific databases to protect granular data while providing clients with the clearest possible view of the market.

Analyzing

Custom automated and report generation eliminates the need for most previously manual actions, transforming data into a variety of client-ready deliverables.

Communicating

Written reports that tell a story through a combination of data visualization and written analysis, professionally published

Client Experience: JLL Puerto Rico

JLL has contracted RED Atlas to produce 10 market sector reports for Puerto for 2020 and 2021. These reports provide insights into what has previously been an opaque and less accessible real estate market on the Island, and cover the retail, office, industrial, land, and residential sectors.

JLL uses the reports to drive market engagement and to highlight opportunities in Puerto Rico and the Caribbean. In the reports, JLL's extensive local market expertise in Puerto Rico is complimented by our data management and collection abilities to provide a foundation for comprehending and maneuvering in the Puerto Rico market.



Research

Puerto Rico Retail Market Report

H2 2020



All reports produced by RED Atlas for JLL Puerto Rico can be found under "Local Research" here: <https://www.us.jll.com/en/locations/puerto-rico>

Backend Technology

RED Research is backed by a suite of best-in-class capabilities for data integration that run on data and business logic in tandem:

- Versioning semantics to keep data and business logic in sync
- Dynamic, systemwide security and access controls to replace unreliable one-off policies
- Branching of code, analyses, and reports to enable safe experimentation

- Microservices oriented architecture with built-in coordination, security, and upgrades to keep individual components in sync
- RESTful API and data mappers to interoperate with an organization's entire data ecosystem
- Data encryption and security policies to keep up with evolving regulations and industry best practices

RED Reserve's front-end capabilities enable our analysts to tap into one-of-a-kind metadata assets to provide otherwise inaccessible insights:

- A central data foundation to drive collaboration, discovery, and serendipity across functions
- A common ontology to turn a complex data landscape into a human-readable representation of the entire organization's real estate data asset
- Datasets and analyses that feed back into the platform to allow users to build on one another's work, rather than constantly starting from scratch
- Human-readable data lineage to let users jump from insights to the data and logic that feed them
- Diverse analytical tooling to supercharge traditionally non-technical functions and accelerate advanced analytical initiatives

Pricing

RED Research

Pricing varies depending on the client's requirements.

RED Atlas offers standard Market-Sector reports for the following prices:

- USD 9,000 for a single annual market sector
- USD 6,000 every-other quarter for two market sector reports
- USD 4,000 per quarter for four market sector reports
- USD 1,000 per report for a client-ready report under your organization's brand guidelines