



FIRST BASE SOLUTIONS
CHANGING VIEWS TO GET A BETTER PERSPECTIVE

INCREASE REAL ESTATE SALES AND MARKETING

In the highly competitive world of real estate, you need every advantage you can get when it comes to selling. Knowing your market and understanding the unique characteristics of the local neighbourhoods are good places to start. Efficiently managing your resources and administrative duties can also help optimize profit margins.

CHALLENGE

A good real estate agent is constantly striving to spread the word about the great properties in their portfolio. The key to success is to organize and communicate complex information. First Base Solutions

(FBS) offers you the tools to visualize spatial data in order to analyze market potential, spot trends, make good business decisions, and ultimately better serve your target market.

SOLUTION

Aerial photos are especially useful when it comes to marketing large, irregularly shaped parcels, or vacant lots where the best features are difficult to show off from the street. Commercial properties, cottages with land, and farms are just a few types of listings that benefit from Zoom2It, a service provided by First Base Solutions through GeoWarehouse. Subscribed real estate agents can purchase aerial images of any property with the Teranet parcel boundary delineated on top of the image. Custom aerial images can be printed at poster size. A great focal

point for your next open house! On the administrative end, FBS can help reduce operational costs with familiar tools like Google Maps API. Most people have seen this technology used to improve the user experience, allowing potential buyers to explore complete, up-to-date, and highly localized neighbourhood stats. It also supports agents with regional sales and location based data analysis tools to understand purchasing patterns and identify strategic opportunities to effectively allocate your sales force.



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A great photo from Zoom2It is extremely important to set your listing apart and effectively market a property for sale. Through our advanced services built on the Google Maps API, agents can expect:

FEATURES

- **Unique insights with greater context by visualizing your data on a Google map, including customer analytics.**
- **Increased visitor traffic by embedding public facing maps in your sites and applications.**
- **Less investment in data and system maintenance.**

BENEFITS

- **Less time on software training due to widespread familiarity and adoption.**
- **Seamless service and reliability across multiple devices and platforms.**
- **Easy access to maps to share and collaborate geographic data with colleagues and clients from anywhere.**

CONCLUSIONS

FBS can help you offer value to your clients not accessible to self-represented sellers. Not only does FBS offer high resolution aerial imagery and property boundaries through Zoom2It, we can help you bring clarity and simplicity to the otherwise complex process of buying a home. Our services help increase customer satisfaction by delivering the wide variety of location based information

they're craving in an easy to use package. We help you, the agent, to understand trends in your specific market through geographic data equipped with familiar research and analysis tools. The insights and operational efficiencies you can achieve free your time to focus your time on what's most important: your clients. Contact us to discuss what we can do for you.

WANT TO LEARN MORE?



MAPWAREHOUSE
DELIVERING DATA THAT DELIVERS RESULTS

MAPWAREHOUSE is Ontario's largest geospatial data marketplace. Search, select, and download CAD and GIS mapping data 24/7.



VUMAP
WORK MADE EASY

VUMAP is a feature-packed online mapping application to view, query, measure, and compare FBS's imagery and geospatial data collection.

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