

Fiera Real Estate

When it comes to providing comprehensive, dynamic data that surpasses expectations, Fiera Real Estate says, "CoStar is so far ahead of other data providers – others just can't compete."

Fiera Real Estate is a leading real estate investment management company in Canada and the UK. The firm manages over \$6.2 billion CAD of commercial real estate globally through a range of investment funds and accounts. It has an entrepreneurial team working within an institutional framework, enabling clients to benefit from a unique combination of creativity and innovation supported by industry-leading expertise and investment analysis – the best of both worlds.

The highly diverse nature of its portfolio – in terms of both geographies and types of properties – combined with a range of best-in-class strategies provides investors with exceptional opportunities to diversify their exposure and customize their investment experience. "Our goal is to enhance our infrastructure and CoStar helps achieve this by providing us access to the best data in the country. We're doing less hunting and gathering and have been able to streamline our research processes," said Michael Le Coche, Director, Strategy & Research at Fiera Real Estate.

CoStar's Research Captures Every Aspect of CRE

Clients get the full picture of the market with all properties to accurately evaluate a potential transaction. CoStar provides a comprehensive view of the market so its clients can make the best decisions, source new opportunities and mitigate risk.

"I rely on CoStar Property® to run and save searches on properties regularly to see updates for the market and property types," explains Le Coche. "What differentiates CoStar is the ability to personalize the data by drilling down to fit our specific needs, making the product invaluable for us. I pull information on my requirements daily and see what the market rents, vacancy rates, cap rates and overall inventory is. I can't do this effectively with any other data provider."

Even with access to data from other sources, Fiera Real Estate finds the information and options provided by the CoStar platform to be the most comprehensive to fit its specific needs. As Le Coche notes, "We

“ What differentiates CoStar is the ability to personalize the data by drilling down to fit our specific needs, making the product invaluable for us. ”

“ We also subscribe to data from one of the largest commercial brokerage firms, but the information is not dynamic. I can't slice and dice their information to get more comparative information like I can with CoStar data. ”

also subscribe to data from one of the largest commercial brokerage firms. We get a quarterly spreadsheet on the Canadian markets from them, but the information is not dynamic. I can't slice and dice their information to get more comparative information like I can with CoStar data. I need to be able to segment property and sub-property types across different markets. At this point, CoStar is the only provider that fulfills this need."

Clients need accurate, in-depth and comprehensive data to meet the demands of a fast-changing market. "When I first gained access to CoStar, I was using it once a month. I quickly evolved into a daily user of the product. I absolutely need CoStar to do my job and do it well. The benefits have far surpassed my expectations. CoStar is so far ahead of other data providers – others just can't compete," says Le Coche.

Get the Full Story Behind a Sale

CoStar Sale Comps® provides a level of information behind a sale that cannot be gleaned from public records alone. To value a property or set the best price, clients need to know the intricate details that only a combination of deeds, mortgage applications and other public records can provide – all of which is verified by CoStar researchers who interview principals on both sides of the deal.

As CoStar researchers update listings, they maintain a catalogue of over 200 data points about the building, including photos, contacts, amenities, previous sales, acreage and more. "When working with our acquisition team, recorded information on a sale is of paramount importance. It provides us with all of the details of the building that impact value," says Le Coche. "The team looks to me to provide comparative properties in the market and CoStar can deliver sale comps with full details faster than anyone in the industry. With CoStar, we've been able to expedite the time involved to put together a list of relevant sales comparisons. We can identify the right comps by having access to many facets of the deal and property information."

Understand Where Competitive Lease Rates Are

CoStar Lease Comps® is the only information source that can tell its clients about leases happening now and most terms of the deal, including tenant, rent, term and contact information for any specific lease. Access to this information, delivered in clear context, allows its clients to present compelling and objective data with their stakeholders with precise reports that support lease rate guidance.

As Le Coche explains, "Having access to leasing velocity and lease deals done for a specific period in our markets of interest is necessary when presenting to the investment committee for leasing context. Our

“ I absolutely need CoStar to do my job and do it well. ”

“ CoStar is so far ahead of other data providers – others just can't compete. ”

“ With CoStar, we've been able to expedite the time involved to put together a list of relevant sales comparisons. ”

“ Our team needs to constantly monitor activity in key markets so that we are armed with accurate comps to help negotiate leases and make the best decisions, quickly. ”

team needs to constantly monitor activity in key markets so that we are armed with accurate comps to help negotiate leases and make the best decisions, quickly.”

Underwrite Any Property in Seconds from Your Desk

CoStar enables its clients to assess and underwrite any property in seconds. At the click of a mouse, clients can produce a 100+ page comprehensive report containing everything they need to know about a property, including comparables, market information, construction pipeline, forecasts and more.

The ability to quickly underwrite has not only helped Fiera Real Estate save time, it’s also aided in their risk management efforts. As Le Coche says, “With CoStar, we are able to effectively establish a value range of most properties. We can generate an underwriting report on a property that is customizable to our needs. This information helps our team underwrite an asset before making an acquisition. Having access to these reports reduces time to find accurate market information and helps us mitigate risk.”

A Win-Win Relationship

The time savings CoStar provides its clients is invaluable. “We’ve been able to cut down our research time drastically, helping us be more effective as an organization. I no longer need to rely solely on calls with brokers to get details. I can pull up information and reports in CoStar within seconds and share it with other stakeholders.”

Le Coche adds, “CoStar is very intuitive and easy to use. The interface is robust, unlike those from other data providers. With the competition, you really need to take the time to figure out their interface and by the time that you do, your focus shifts elsewhere.”

He adds a final thought: “If I didn’t have access to CoStar, it would make my job more difficult and would be a step back in productivity and efficiency.”

“ Having access to these reports reduces time to find accurate market information and helps us mitigate risk. ”

“ We’ve been able to cut down our research time drastically. ”

“ CoStar is very intuitive and easy to use. The interface is robust, unlike those from other data providers. ”