

SOFTWARE PROVIDING

**REAL ESTATE & BUSINESS SOLUTIONS**

*Retail Portfolios*



# RETAIL USERS IMPROVING PERFORMANCE



## All Retail Types and Ownerships

Real Clear Software understands real estate's impact on a store's performance. Regardless if locations are leased or owned, franchise or corporate - understanding trends in profitability, expenses, door swings, or any other custom metric is what matters to your success. Our ability to track any metric for any property type is what makes Real Clear Software special.

- |  |  |
|--|--|
| <input checked="" type="checkbox"/> Food / Beverage        | <input checked="" type="checkbox"/> Leased / Owned             |
| <input checked="" type="checkbox"/> Apparel / Accessories  | <input checked="" type="checkbox"/> Franchise / Corporate      |
| <input checked="" type="checkbox"/> Health / Entertainment | <input checked="" type="checkbox"/> Destination / Traditional  |
| <input checked="" type="checkbox"/> Products / Services    | <input checked="" type="checkbox"/> All Center / Product Types |

## Solutions for Retail Locations

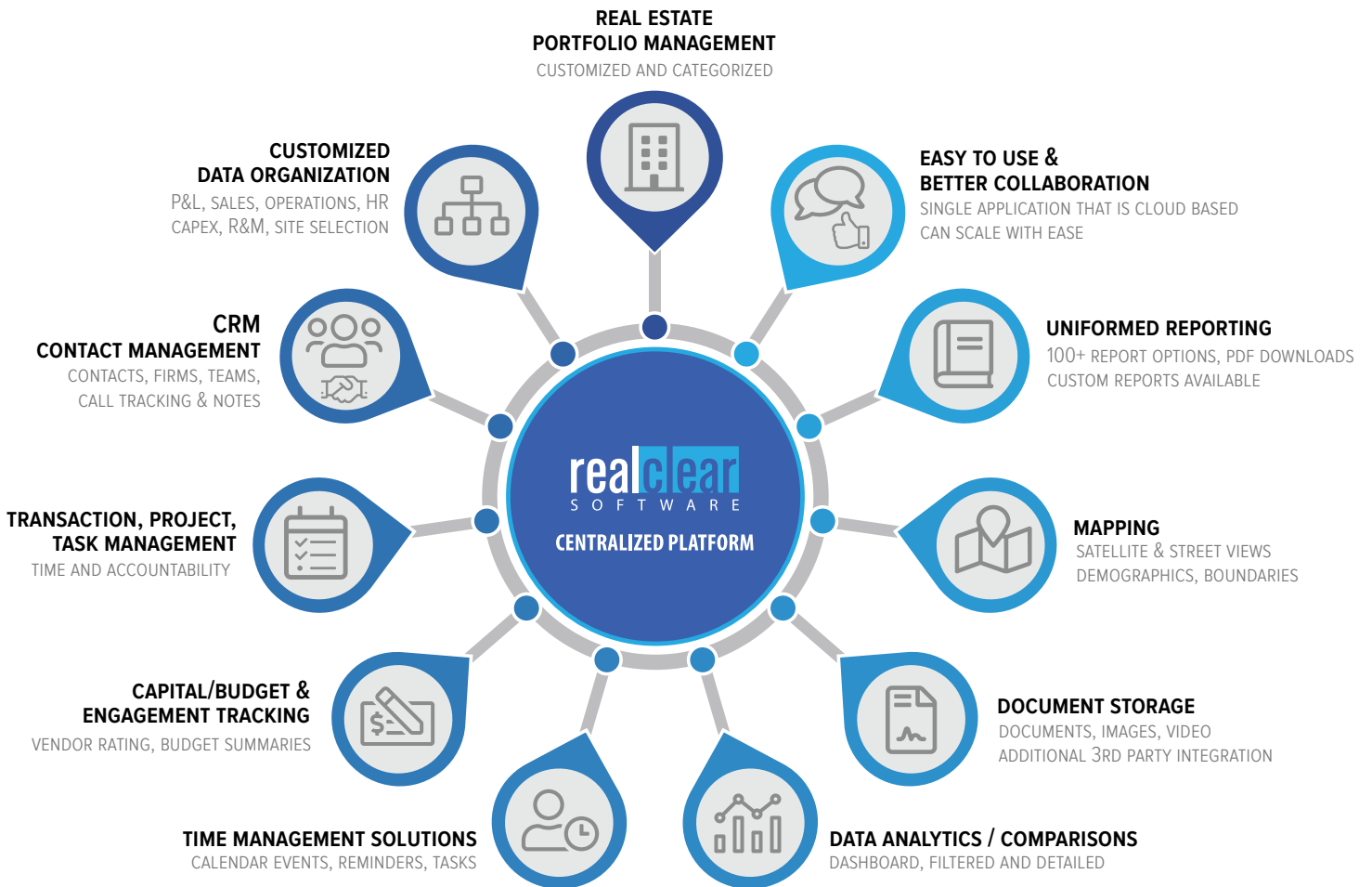
Real Clear Software offers a variety of solutions and in a centralized platform. Our system allows for enhance team productivity, increased store sales and profitability, streamline and optimize transaction process, review data analytics and correlations and offers better portfolio visibility.

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> Site Submittal Forms        | <input checked="" type="checkbox"/> Capital Allocation Tracking |
| <input checked="" type="checkbox"/> Demographics                | <input checked="" type="checkbox"/> Data Comparison             |
| <input checked="" type="checkbox"/> Franchise Categorizations   | <input checked="" type="checkbox"/> Contact Management          |
| <input checked="" type="checkbox"/> Project and Task Management | <input checked="" type="checkbox"/> Document Solutions          |
| <input checked="" type="checkbox"/> Summary Reports             | <input checked="" type="checkbox"/> Uniformed Reporting         |



# Real Clear Software helps manage Retail Real Estate Portfolios data, transactions, performance and more.

*All the information & data*  
**ADDRESSED IN A SINGLE PLATFORM**



# REAL CLEAR SOFTWARE

# Advantages



## Improving Location Performance

Helping our clients increase location / store performance, real estate performance, sales, and profits.



## Easy To Use Multi-Featured System

Created by users that know what businesses need and how it should work, from a macro to a micro level.



## Reduce Overall Costs

Reduce costs by eliminating redundant platforms, at an overall low price all with excellent service.



## Designed For Real Estate Decision Making

Designed by Real Estate professionals with decades of experience within all industries and product types.



## Works With All Departments

Real Clear Software was designed to work with all departments from the C-Suite, HR, Legal, Real Estate, Facilities and more.



## Consolidated Workflow

Real Clear Software helps consolidate workflow by streamlining and standardizing repetitive tasks and projects.



## Centralized Data Input & Sharing

Using a centralized system from strategy to implementation to enhance real estate and other business operation productivity.



## Reinforces Decision Support

Track and save transaction history, communication and analytics that help base all prior decisions and reference them when needed.



## Enhances Productivity & Efficiencies

It is vital that participating organizations, not just individuals, support a collaborative approach, and RCS helps facilitate that.



## Compare RE Data To Other Data & KPI's

Integrate your real estate information and analyze it with all internal and external metrics affecting your business.



## Better Overall Portfolio Visibility

Real Clear Software helps provide portfolio clarity for real estate related decisions and the business units it interacts with.



## Highlights Optimization Areas

With all the features noted and benefits realized, RCS naturally highlights areas of optimization and opportunity.



## Less Email & Less Clutter

By using discussion boards, saving notes through a centralized platform, there is a reduction in redundant emails chains.



## Eco-Friendly Less Paper Product

PDF reports and document storage has been proven to reduce print costs and help the environment.



## Flexible Integration

RCS uses modern database technology allowing it to communicate with other database systems.



## Market & Location Clarity

Track demographic patterns, trade area changes and get more insight into planning and location optimization.

## DESIGNED TO WORK WITH ALL DEPARTMENTS



- C-Suite Executives
- Human Resources
- Real Estate Department
- Legal Department
- Sales & Development
- IT & Facility Department
- Vendors & Brokers
- and more...

## ARE YOU INTERESTED IN REAL CLEAR SOFTWARE

Contact our sales team for more information!

[sales@realclear.software](mailto:sales@realclear.software)

## EASY TO GET STARTED - 3 STEP PROCESS

A simple call can change your business results

### 1. CALL TO CREATE AN ACCOUNT

No hard sales, no pressure, just opportunities to improve results. We will show you how the products have been used by other clients, and how that could relate to your portfolio. We have created three (3) separate plans based on portfolio size and our experience with clients' needs.

### 2. SEND US YOUR LOCATION DATA

Our team will initially upload your business, portfolio and stakeholder data. Based upon the parameters you define, we will then create the dashboard, initial metric analysis and predictive analytics.

### 3. START USING THE SYSTEM

Collectively we will review and adjust the program u we will review and adjust the program until you are fully operational. Our years of experience will make sure the systems is exactly what you want and anticipated.



## REAL CLEAR SOFTWARE

### A PARTNER YOU CAN DEPEND ON

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**Decades of Real Estate Experience:** Our founders have over 1 Billion SF of real estate managed in both private and public entities. We wrote the program to provide the tools for full portfolio, transaction, stakeholder, capital, maintenance, analytics and performance management.

**Bridging Strategy, Management & Analytics:** RCS products allow our clients to work on a real time basis, using the system in parallel for both ongoing daily portfolio management and performance analytics.

**Understanding What Makes Your Real Estate Successful:** We solve the puzzle of looking at the big picture.

**Multiple Years of Beta Test:** The products were originally built for a client with over 1,200 locations and 15 brokerage teams across the country. We started with a simple idea for accelerating C-Suite decision support and have taken the products to new and fully integrated levels.

**Using Integrated Business and Real Estate Data:** To increase margins, reduce costs, and measure legacy and ongoing portfolio performance.

**Increases Collaboration:** Inclusion of multiple levels of stakeholders expedites decision making, understanding and accountability.