Squirro for Corporate Financial Services

Real Estate Finance

For anyone involved in commercial real estate finance, being first to know about opportunities is critical. In a highly competitive property market, usually the first person to make an approach is the one that closes the deal. So a delay in contacting a client can be damaging, with any hesitancy having a real impact on the bottom line.

Large Commercial and Residential Real Estate projects typically require significant amounts of funding from financial institutions like banks. With **Squirro for Corporate Financial Services**, real estate finance professionals can leverage huge amounts of data to identify these new projects before their competitors do, achieve a deep customer insight and market understanding, which allows them to win deals and improve conversion rates.

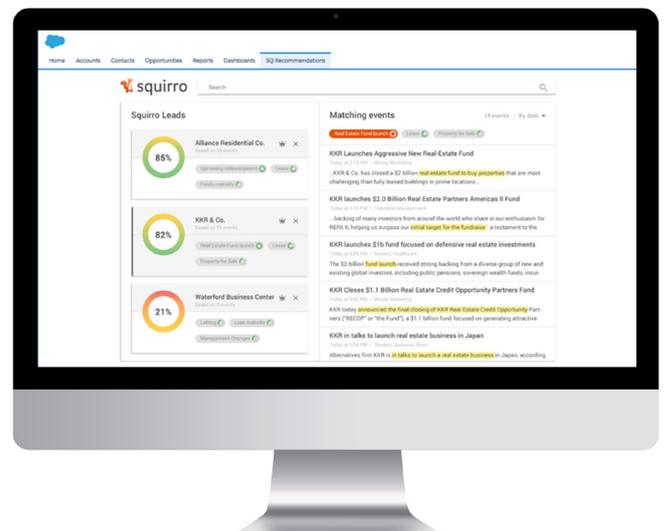### GENERATE PRECISE, TIME-SENSITIVE, ACTIONABLE LEADS

The real estate market is so big, so varied, so geographically dispersed, and comes with so much data – both internal and external as well as structured and unstructured - that gaining a complete overview of the current market status can feel impossible at times.

Squirro for Corporate Financial Services uses artificial intelligence (AI) to perform automated analysis of relevant events across multiple internal and external data sources to identify additional business opportunities. It then provides alerts allowing real estate finance professionals to approach the client and initiate real estate transactions before competition does, and to drive an overall improvement on the portfolios performance.

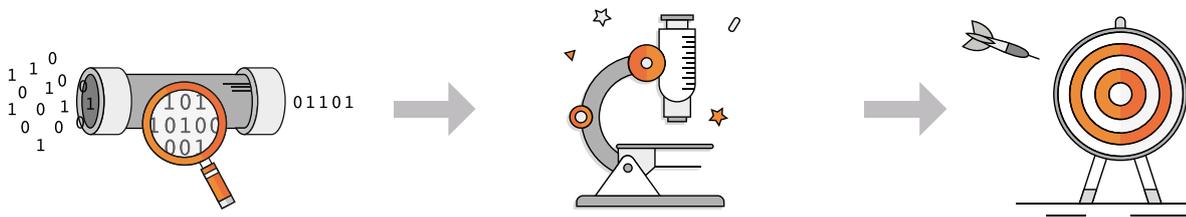**Squirro for Corporate Financial Services** allows to:

- **Provide actionable recommendations leading to increased sales** – In addition to analyzing data and identifying new opportunities, Squirro uses Artificial Intelligence to advise on the best course of action to take.

- **Stay ahead of competition** – With millions of building projects around the world that need financing, keeping track of them all is a challenge. Traditionally, in real estate, this has been done reactively, but what if real estate professionals could instead be proactive? Squirro makes this happen, using the power of AI to analyze data and allow users to approach brokers. The need to be first is huge in real estate, and being so means users can actively improve their fee generating work by securing deals they otherwise would have missed.

HOW IT WORKS

Most data used in real estate is structured. But the really insightful data is unstructured, which is where **Squirro for Corporate Financial Services** truly excels, extracting fresh and insightful meaning from it. This helps to deliver a deeper understanding of clients, market conditions, and crucially, potential opportunities.

SOURCES

- Meeting notes from CRM
- News
- Premium Real Estate data feeds
- Social Media
- ...

CATALYST DETECTION

- Upcoming Loan maturities / Refinancing
- Tenancy changes
- Property coming up for sale
- Property being redeveloped
- Approaching maturities of funds
- Funds raising equity
- RE investors approaching certain markets
- REITS forming Joint Ventures
- Management Changes

AI-DRIVEN RECOMMENDATIONS

- Potential client leads - assets potentially needing financing

CHALLENGES

- Fierce competition over winning new deals and projects
- Fragmented internal and external data sources
- Missed opportunities in developing areas

SOLUTIONS

- Generate precise, time-sensitive, actionable leads
- Automated analysis of relevant events across multiple internal and external data sources
- Provide alerts to initiate real estate transactions with AI-driven recommendations

BENEFITS

- Source new business opportunities and drive more revenue
- Improve conversion rates with a greater first-mover advantage
- Speed up the process of going from an opportunity to a completed transaction

ABOUT SQUIRRO

Squirro provides Augmented Intelligence solutions. Its unique technology marries Artificial Intelligence, Machine Learning and predictive analytics, empowering organizations to transform enterprise data into AI-driven insights. Organizations using Squirro take advantage of its ability to source leads and recommend the next best action in an automated way. Its real time 360 degree client cockpit provides a holistic and comprehensive understanding of the customer journey. Squirro's applications for Corporate Financial Services, Insurance and Manufacturing are successfully used by leading global organizations, such as ING, Investec, Helvetia, AXIS Re, Sony and Bühler. Founded in 2012, Squirro currently has offices in Zurich, London, Munich, New York, San Francisco and Singapore.

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