

REAL ESTATE

WEDNESDAY, MARCH 13, 2013

WEEKLY

New CRE site bringing net gains to your inbox

Industry leaders this week helped launch a new real-time business intelligence hub.

myCREOpint.com the international real estate community all the news that's fit for their personal inbox.

"We in the industry have long known that what we don't know can badly hurt us," said Jeffrey Finn, former CEO of NAI Global, and a lead investor in CREOpint, Inc.

"myCREOpint was created in response to leaders in the real estate industry who said they needed a faster, more efficient way to help them mitigate risk, generate business and save time by cutting the daily email overload but still get the tidbits of value they need."

myCREOpint.com has been in development for over two years by a global team that combines top technology and real estate minds, with support from an Advisory Board that includes Patrick Brennan, vice president Business Development at Hearst and former publisher of FT.com, Phil Schlein, former board member of Apple Computers and R.H. Macy; Michael Evans, former global head of the real estate practice at Ernst & Young; and Andy Stone, CEO of Petra Capital Management.



JC GOLDENSTEIN

CREOpint CEO and myCREOpint co-founder JC Goldenstein, who founded the international real estate consulting practice at Ernst & Young and more recently NAI Global Solutions explained: "There is no other solution that enables you to stay on top of exactly what matters to you from 10,000 property-relevant sources in minutes a day.

"myCREOpint tracks the topics that matter to you – and nothing more. Our noise-canceling technology filters out redundant headlines, false

positives, specific time wasting tweets, profanities, posts that are not in your language, and dead links."

Each day, the site data mines 40,000 property-relevant articles, videos, blogs, tweets and forum posts to bring only the most relevant information in real time to professionals.

"What differentiates myCREOpint is its ability to identify, qualify and present the most influential and best industry sources by topic directly and instantly to your mobile device or desktop," said Goldstein.

Clean feeds of relevant information drawn from all these sources are organized and preset in each user's own personalized news hub. myCREOpint.com delivers over 300 channels focused on commercial real estate topics such as CRE Debt, Private Equity Real Estate, Green Buildings and REIT IPOs; industry leaders like Sam Zell; companies such as Simon Property; and assets like the Empire State Building.

Based on client requests, myCREOpint has also delivered a 'celebrity' pack that tracks in a single channel everything real estate that has been said by or about Barry Sternlicht (Starwood Capital), David Simon (Simon Property), Donald Trump (The Trump Organization), Jeff Schwartz (Global Logistic Properties), John Paulson (Paulson & Co.), Jonathan Gray (Blackstone), Larry Silverstein (Silverstein Properties), Li Ka-shing (Cheung Kong), Michael Fascitelli (Vornado), Olivier Piani (Allianz RE), Robert Schiller (S&P/Case-Shillerindices), Sam Zell (Equity Group Investments), Tom Barrack (Colony Capital), Warren Buffett (Berkshire Hathaway) and Zhang Xin (SOHO China)

For example, users will be able to see only real estate related news about Donald Trump without the hundreds of articles and tweets a day about politics, his NBC Apprentice Show or Trump's Beauty Pageant.

After a free trial, a monthly subscription ranges from \$14.95 to \$995 a month. "What you don't know can hurt you. We developed a risk mitigation data mining algorithm that helped prestigious clients such as ARGUS Software, BNP Paribas, CBRE, Cushman & Wakefield, E&Y, GE Capital, KPMG, NAI Global, Real Capital Analytics and Simon Property's Klepierre," said JC Goldenstein.