

The logo for NICMAP Data Service is centered on a dark blue background with a pattern of lighter blue dots. The text 'NIC' is in white, 'MAP' is in a light blue color, and 'Data Service' is in white. A vertical line separates 'NIC' and 'MAP', and a registered trademark symbol is at the end of 'MAP'.

NIC | MAP[®]
Data Service

Informed Decisions Are Based on Actionable Data.

NIC MAP products offer you the timely data you need to measure and benchmark property performance in the market; segment competition in a primary market; identify the markets that present opportunities; stay ahead of industry and market trends; drive decision-making processes in underwriting; and manage risk. With NIC MAP's product and service offerings, you can analyze information quickly, thoroughly, and efficiently no matter where you are or when you need it.

Key Benefits of NIC MAP Products

- ✓ Assess market opportunities and gain the ability to identify local market competition.
- ✓ Complete due diligence faster and more efficiently.
- ✓ Stay informed of industry and market activity.
- ✓ Anticipate emerging market trends.
- ✓ Identify target markets for investment opportunities.
- ✓ Obtain access to quarterly national reports and data release webinars analyzed by our team of research experts, including the sector's first chief economist.

PROFESSIONAL

Local Market Data and National Trends

NIC MAP's Professional service offering includes both the tools of Local's reliable market data, as well as Fundamentals & Insights' national trends. Frequently used by owners, operators, and capital providers, Professional features map-based search capabilities displaying market activity by metro area, county, address, city, and/or zip code. It also includes historical time-series data by property and campus type, aggregated at the national, regional, metro area, and county levels by profit status, property age, and payment type.

DATA INCLUDED:

Property Characteristics & Performance

- Total inventory by property, including unit type.
- Aggregated rent and occupancy comps inclusive of asking rents.

Local Market Activity

- Construction activity identifying properties and/or units planned, proposed, or under construction.
- Sales transactions reporting close dates, buyer/seller, close price, and price per unit.
- Demographic growth rates, median home values, and income.

Market Fundamentals

- Occupancy, absorption, inventory growth, construction, and annual rent growth.

Seniors Housing Supply-Demand Forecast



NIC MAP has elevated the seniors housing and care industry to an institutionally-accepted asset class. It now has the same time-series data and metrics that other real estate investment classes have."

**-Kathryn Sweeney, Co-Founder and Chief Investment Officer
Blue Moon Capital Partners**

LOCAL

Properties and Transactions

NIC MAP's Local service offering includes access to a database of properties and transactions. This offering delivers reliable market data by metro area, county, address, city, or zip code, including inventory of properties open, expanding, under construction, or recently opened. Local features map-based search capabilities displaying market activity by metro area, county, address, city, and/or zip code. Frequently used by owners, operators, developers, lenders, appraisers, brokerage firms, and consultants, Local helps identify specific market opportunities and competition.

DATA INCLUDED:

Property Characteristics & Performance

- Total inventory by property, including unit type.
- Aggregated rent and occupancy comps inclusive of asking rents.

Local Market Activity

- Construction activity identifying properties and/or units planned, proposed, or under construction.
- Sales transactions reporting closing dates, buyer/seller, close price, and price per unit.
- Demographic growth rates, median home values, and income.



NIC MAP data is essential to helping us and our clients make good investment decisions in senior housing. If you're going to understand a market, you need to understand the supply side in the market. And there's no better source of information about the supply and performance of that competition than NIC MAP."

**-Larry Rouvelas, Principal
Senior Housing Analytics**

FUNDAMENTALS & INSIGHTS

Historical Trends and Forecasts

NIC MAP's Fundamentals & Insights service offering includes access to historical trends and forecasts and is frequently used by advisory firms, analysts, institutional investors, and industry researchers to monitor industry and market activity and anticipate emerging market trends.

DATA INCLUDED:

Market Fundamentals

- Occupancy, absorption, inventory growth, construction, and annual rent growth.

Seniors Housing Supply-Demand Forecast



PORTFOLIOS

Asset Management

NIC MAP's Portfolios service offering is an asset management tool that is frequently used by owners and operators to monitor the performance of the properties they own, operate, or share an interest in. Portfolios includes a proprietary index benchmarking system that measures individual property performance against a customized competitive group.

DATA INCLUDED:

Aggregated Rent and Occupancy Comparables Inclusive of Asking Rents

Market Share Based on Occupied Units



NIC MAP helps us understand benchmarking of our existing portfolio against the broader market both locally, within the MSA, and also how we can find opportunities based on that market data to potentially reposition, dispose, or reinvest in our existing properties.”

**-Kelly Meissner, Director, Asset Management
Ventas, Inc.**

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