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Exclusive Audio Interview Below

Powerlytics' Data Feeds CRE Underwriting Software

By Steve Lubetkin | Philadelphia

Don't miss RealShare NET LEASE in New York on April 15-16.

Kevin Sheetz, Powerlytics CEO
and co-founder

DOYLESTOWN, PAS—Powerlytics, a "big data" provider of financial insights and analytics into 144 million households and 27 million businesses, has licensed its data to (RE)meter, an automated lease underwriting tool created by commercial real estate veterans **Scott Openlander** and **Jack Buck.**

(Re)meter has chosen **Powerlytics** market intelligence platform as the data feed for its innovative new software. **(RE)meter** will use **Powerlytics'** proprietary market intelligence as a key input to their risk reports on prospective tenants for owners and operators of commercial real estate.

"We have a proprietary database that includes financial information on all households and businesses in the United States," **Kevin Sheetz**, CEO and co-founder of **Powerlytics**, told **GlobeSt.com** exclusively. "We have a series of products and platforms that can be used to help score and rank and understand industry sectors, geographic sectors, consumer health, and things of that sort."

"The contract with **(RE)meter** illustrates the versatility of our platform," says **Sheetz.** "With our proprietary market intelligence feeding the **(RE)meter** analytics engine, we understand what's the norm for companies in that area, what the risk profiles are, how the industry's been growing, financial performance and risk characteristics. So it's really a benchmarking of that specific company against its peer group. **(RE)meter** can offer their customers an almost instantaneous benchmark on which to build a personalized risk profile of the prospective tenant. This both improves the accuracy and speeds the process by which commercial real estate owners and operators negotiate prospectively high-value, long-term commercial real estate leases."

As the initial step in a three-step process, utilizing the **Powerlytics** market intelligence platform, **(RE)meter** can generate a tenant benchmark report based solely on the location of the property for lease and the tenant industry type, to build a personalized risk profile for the tenant.

"Our combination of accurate government data and real time results makes (RE)meter the most powerful tool to gauge a potential tenant's stability, and **Powerlytics'** market intelligence platform is an important element of our formula. The insights **Powerlytics** can provide are superior in the big data arena," says **Openlander** of (RE)meter.

You can hear more from our conversation with **Kevin Sheetz** of **Powerlytics** in the **StateBroadcastNews.com** audio news report below.

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About Our Columnist

Steve Lubetkin is the New Jersey and Philadelphia reporter for GlobeSt.com. A veteran of senior corporate communications roles in the financial services sector, Steve's journalism background includes print and broadcast reporting in New Jersey. He has produced audio podcast programs on commercial real estate for the National Association of Realtors Commercial Division and the CCIM Institute. Steve also reports on-camera and covers conferences for NJSpotlight.com, a public policy news coverage website focused on New Jersey government and industry; and for clients of StateBroadcastNews.com, a division of The Lubetkin Media Companies LLC. Steve has been the computer columnist for the Jewish Community Voice of Southern New Jersey, since 1996. He is a vice president of the Voice management board.

Steve's background also includes producing and hosting investor audio conference calls for Standard & Poor's, including many about commercial real estate structured

finance transactions. The conference call program—a forerunner of podcasting—
won a McGraw-Hill Cos. Corporate Achievement Award for Excellence in Customer
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