



**MarketEdge**

MarketEdge tools provide a competitive advantage – the expertise needed to win more business and execute more efficiently.



RealNex is the most comprehensive, integrated solution for commercial real estate professionals. Our tools give you the power to manage projects from end-to-end, to simplify your processes, and to close deals faster.



**RealNex wants to be your Technology Behind the Deal.**

Learn more at [www.realnexus.com](http://www.realnexus.com)

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## Streamlining property analysis and presentation.

Intelligent analysis made simple, exceptional proposals with minimal effort and company-branded marketing that wins business.

- ▶ Produce 20 year cash flow projections, DCF analysis, and ROI.
- ▶ Analyze and compare multiple comprehensive lease proposals or consolidate lease expenses, security deposits, CAM and commissions into clean and easy-to-read spreadsheets.
- ▶ Use our drag-and-drop editor to choose from over 57 different modules to include in your proposals or offering memoranda.
- ▶ Our automated document generation process focuses brokers, owners and investors on real data that leads to profitable transactions.
- ▶ Curate a professional collection of marketing materials.
- ▶ Turn your property data and analysis into flyers, brochures, and websites in minutes.
- ▶ Create a virtual secure Deal Room with a click of a button.

## ✓ Financial Analysis

Accurate financial information builds credibility. MarketEdge produces financial projections for investment analysis that can be transformed into impressive property presentations with a single click.

- ▶ 20-Year Cash Flow Projections
- ▶ DCF
- ▶ ROI
- ▶ Flexible Rent Roll
- ▶ Time Value Calculations
- ▶ Standard Calculations
- ▶ Speed Analysis

## ✓ Lease Analysis

Analyze and create comprehensive lease presentations for tenant representation and owner representation via our MarketEdge® Online Publisher. Create financial websites with the click of a button. Your clients will make better decisions with our clear and concise comparative analyses.

- ▶ Detailed Rent Schedules
- ▶ TI and Credit Allocation
- ▶ Expense Cash Flow
- ▶ Security Deposits
- ▶ CAM
- ▶ Pass-Throughs

## ✓ Marketing

Create a winning proposal in minutes and easily convert it into a mailer, brochure, website, and complete offering memorandum. Compile listing packages in a fraction of the time by utilizing our drag-and-drop editor – choose from over 57 different modules. Our automated document generation process focuses brokers, owners and investors on real data that leads to profitable transactions.

- ▶ Beautiful templates branded for your company.
- ▶ WYSIWYG editor allows you to preview documents before publishing.
- ▶ Selection of 9 layouts for cover page or custom design option.
- ▶ Automated mapping feature.
- ▶ Demographic reports.

## ✓ Deal Room

Extend your marketing reach and close your deals faster and more securely. Use Deal Rooms for an organized and efficient transaction experience.

- ▶ Create a virtual, online deal room to quickly and securely manage your transaction documents.
- ▶ Deal Rooms not only protect confidentiality, but they streamline control of who has access to due diligence information.
- ▶ Just as important, monitoring deal room activity promotes lead generation and works as an incredible follow-up tool to accelerate closings.



# TESTIMONIALS

*Great product and unbelievable turn-around time - RealNex captured the needed data points and compiled the financial analysis for my client's property. The marketing package helped sell the property inside two weeks and above asking price.*

– Jason Rowland, FairGreen Real Estate, Chicago

*After calling support for RealNex MarketEdge, I can say that the level of support I received was unparalleled! I wasn't put on hold, hung up on, or told I would be called back never to receive a call. They helped me get the issue resolved and kept me up and running.*

– William J. Harrell, Duke Commercial