

## **National Industry Media Release**

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### RP Data & Urban Supply Intelligence introduces Greenfield Corridor report for urban land developers

*Property developers keen to know which national greenfield corridors sell the most houses by bed, bath or car, boast the highest rental yields and offer up the most popular block sizes and more, will welcome RP Data's latest product release.*

RP Data today announced a partnership with property data intelligence group Urban Supply Intelligence (USI) to deliver in-depth property market analysis on Australia's major Greenfield corridors.

A comprehensive and valuable guide for the development and construction industries to complement development activities, the Greenfield Report provides outstanding attribute-based data and analysis for large development corridors in Australia.

Comprising of multiple modules which can be customised to suit individual developer requirements, the key attributes contained within the report includes data intelligence on:

- Most popular block size;
- Most popular house type by way of number of bedrooms, bathrooms and car spaces;
- Threshold pricing for house and land in growth corridors;
- Corridors where houses are fastest and slowest to sell;
- Corridors with highest and lowest housing volumes listed for sale;
- Corridors with strongest and weakest vendor discounting;
- Corridors achieving the highest and lowest rental yields.

RP Data general manager solutions Greg Dickason said that the collaborative development of the Greenfield Report between the two companies comes at a time when market conditions are buoyant and dwelling approvals are on the increase in key areas.

"The development of the RP Data Greenfield Report represents a significant opportunity for developers who are required to attain significant volumes of data and information in order to make effective development decisions," Mr Dickason said.

According to RP Data head of research Tim Lawless, accessible data that quickly quantifies the health of the established housing market is imperative in understanding the market fundamentals and planning for optimal project performance in the short and long term.

"We are able to produce a report for any growth corridor or sub market across Australia, updated quarterly, which offers great appeal for developers and builders who are active in numerous geographical locations," Mr Lawless said.

Overall, the Greenfield Report provides a cost effective method to stay well informed of product, pricing and market conditions that directly impact the performance of new house and land offerings. It is also heavily focussed on the performance of the established residential housing market which, according to report author and USI director Peter Bell, can be a great source of market intelligence for new house and land product which is often the hardest to track from a market perspective.

According to Mr Bell, big data, infographics and mobile technologies have become so ingrained in society; modern-day development executives now have the analytical skills to take structured data and personally apply the findings to improve their own projects commercial performance.

"Post GFC, developers have become more cost conscious but still need to access information and data. Innovative products like the Greenfield Report that incorporate cutting edge and timely visual elements are

becoming more popular because they are affordable, whilst also offering quick and concise findings,” Mr Bell said.

**For all media inquiries or to learn more about the Greenfield report please contact (07) 3114 9967.**

### **About the Report**

RP Data and Urban Supply Intelligence (USI) have partnered to deliver the National Greenfield Corridor - Residential Development Insights Report. The report combines RP Data’s strength of being Australia’s largest provider of property information and analytics with USI’s intimate knowledge of the development sector. This partnership provides access to a powerful knowledge platform that takes credible property data and delivers this in a highly visual, whilst structured format, to directly inform development decisions.

### **RP Data Corporate Profile**

RP Data is a wholly owned subsidiary of CoreLogic (NYSE: CLGX), a leading global property information, analytics and data-enabled services provider. Regionally RP Data is part of CoreLogic Asia which is a leading property information, analytics and services provider in Australia and New Zealand with growing partnerships throughout Asia.

With Australia’s most comprehensive property databases, the company’s combined data offering is derived from public, contributory and proprietary sources and includes over 500 million decision points spanning over three decades of collection, providing detailed coverage of property and other encumbrances such as tenancy, location, hazard risk and related performance information. With over 11,000 customers and 120,000 end users, RP Data is the leading provider of property data, analytics and related services to consumers, investors, real estate, mortgage, finance, banking, insurance, developers, wealth management and government. RP Data delivers value to clients through unique data, analytics, workflow technology, advisory and geo spatial services. Clients rely on RP Data to help identify and manage growth opportunities, improve performance and mitigate risk. CoreLogic Asia employs over 500 people at ten locations across Australia and in New Zealand. For more information call 1300 734 318 or visit [www.rpdata.com](http://www.rpdata.com)