

## ZOOMPROSPECTOR

# PRODUCT FEATURES

GIS Planning is the gold standard in location analysis web service. As the inventors of the strategy, process and technology for combining Internet and GIS technology, we've made it our goal to both speed up and simplify the process of evaluating regions, properties and sites for business.

**All-in-one  
solution.**  
We guarantee it.

**Confidential document submitted**

Technical questions:

[support@gisplanning.com](mailto:support@gisplanning.com)

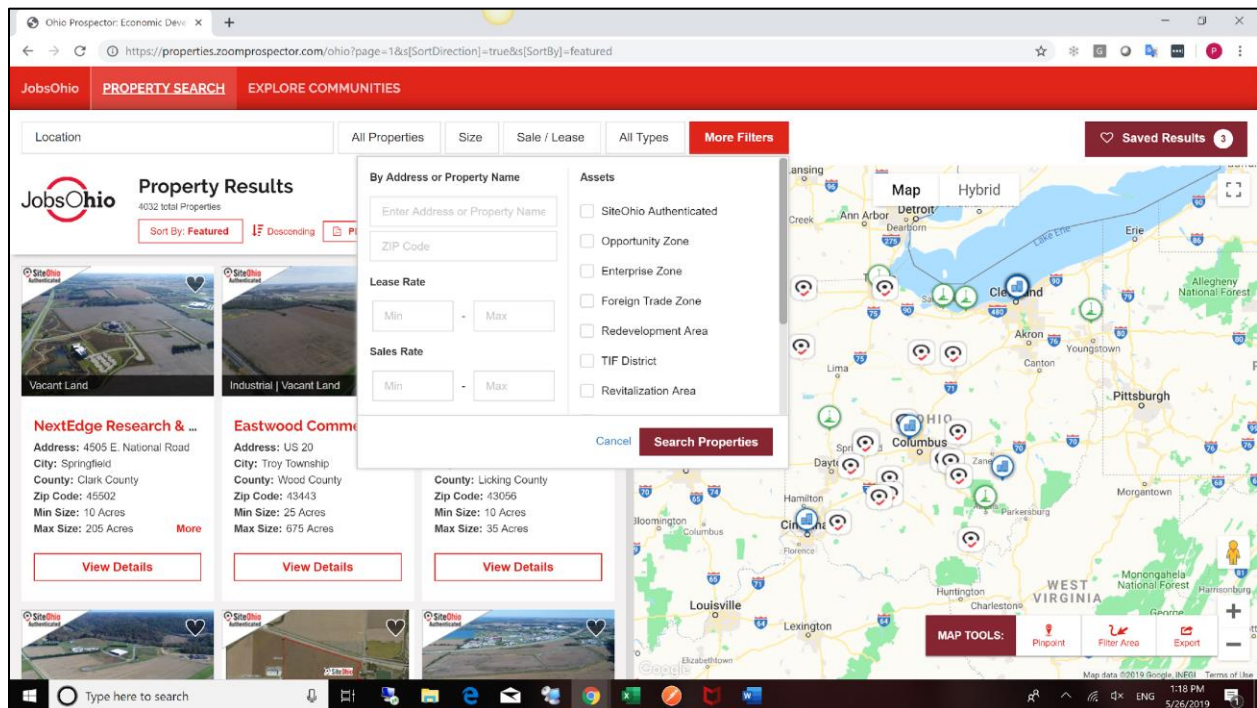


## Easy To Use Interface

We designed our user interface to be attractive, user-friendly, and intuitive. While other GIS platforms are designed for engineers, or GIS experts, we've kept your target audience in mind; ZoomProspector Enterprise is designed for entrepreneurs, business owners, site selectors, and marketing professionals. We've built a powerful GIS platform for economic development and corporate site selection that anyone can easily use.

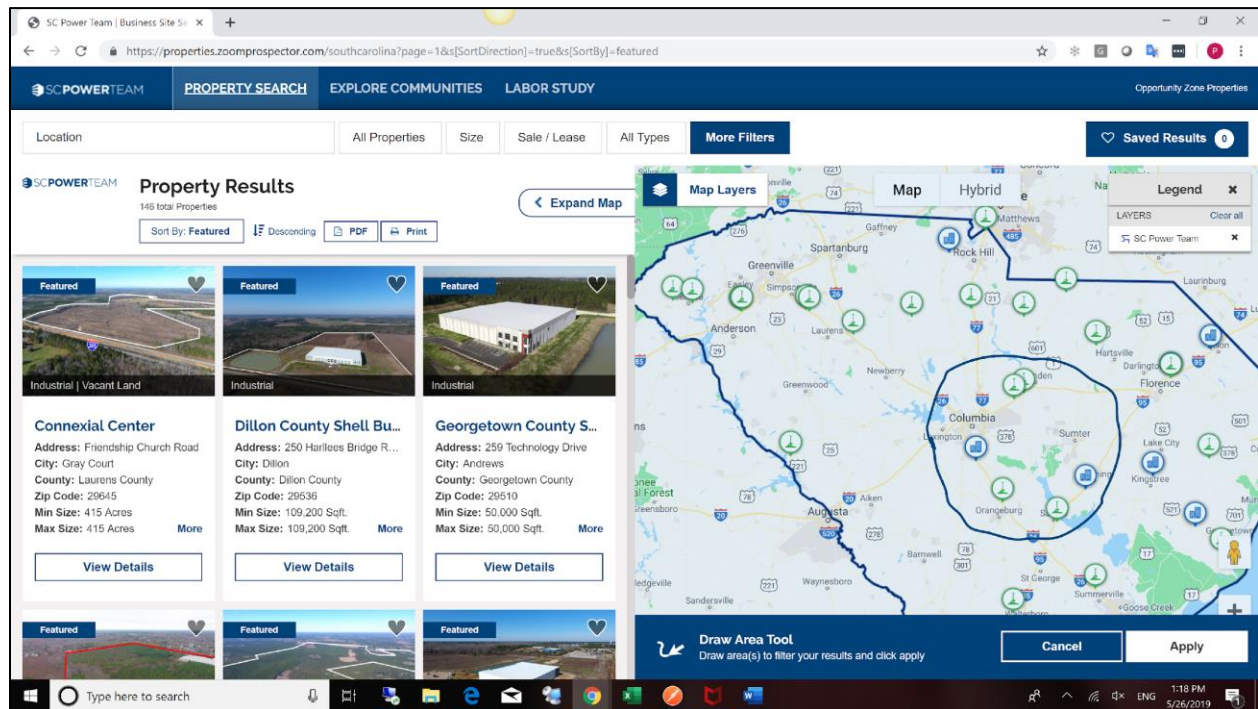
## Property Search

The heart of a good GIS data tool for economic development is property search and we designed ours to be point and click with auto-refresh. Your website visitors can search by city, county and custom defined regions, type of property, size, incentive areas, opportunity zones, site assets, sale price, lease rate, address, name, as well as other filters. Our unique keyword search is a very popular feature with users seeking specific added features; it searches your entire database. Our clients may also add any custom search criteria that they deem important. For example, distance to highway, airport, etc.



## Property Search with Free Draw Area Tool

Our new free draw area tool is unique to GIS Planning. You can draw any shape on your desktop or mobile device to select properties within that area. This is important when users are looking for properties in a specific location that doesn't follow specific boundaries, such as along a lakeshore or near the crossing of two interstate highways.



## Save Properties into Multiple Folders

The new ZoomProspector Enterprise allows your website visitors to save properties into multiple custom named folders, a feature unique to GIS Planning, making it easier than ever to work on different projects simultaneously. These folders **can be easily shared with a unique link or on social media**. No other vendor offers this feature.



Team Volusia | Business Site Search | [https://properties.zoomprospector.com/teamvolusia?page=1&\[SortDirection\]=true&\[SortBy\]=featured](https://properties.zoomprospector.com/teamvolusia?page=1&[SortDirection]=true&[SortBy]=featured)

Team Volusia **PROPERTY SEARCH** EXPLORE COMMUNITIES Opportunity Zone Properties

Location:  All Properties Size:  **My Saved Results** **More Filters** **Saved Results 1**

**Property Results**  
1443 total Properties  
Sort By: **Featured** Descending PDF Print

**830 N Ridgewood Ave...**  
Address: 830 N Ridgewood Ave...  
City: Daytona Beach  
County: Volusia County  
Zip Code: 32114  
Min Size: 408 Sqft.  
Max Size: 408 Sqft. [More](#)  
[View Details](#)

**1610 S Clara Avenue**  
Address: 1610 S Clara Avenue  
City: DeLand  
County: Volusia County  
Zip Code: 32720  
Min Size: 1.79 Acres  
Max Size: 1.79 Acres [More](#)  
[View Details](#)

**No Address**  
Address: No Address  
City: DeLand  
County: Volusia County  
Zip Code: 32724  
Min Size: 1.25 Acres  
Max Size: 1.25 Acres [More](#)  
[View Details](#)

**Map Layers** **Map** **Hybrid** **MAP TOOLS:** Pinpoint Filter Area Export

Type here to search

My Saved Results <https://properties.zoomprospector.com/teamvolusia/favorites>

Team Volusia **PROPERTY SEARCH** EXPLORE COMMUNITIES Opportunity Zone Properties

**My Saved Results**  
Review the properties and results you saved below  
[Project Green](#) [Manage My Folders](#)

**All Properties (3)** My Buildings (1) My Sites (2)

**No Address**  
Address: No Address  
City: DeLand  
County: Volusia County  
Zip Code: 32724  
Min Size: 1.25 Acres  
Max Size: 1.25 Acres [More](#)  
[View Details](#)

**1610 S Clara Avenue**  
Address: 1610 S Clara Avenue  
City: DeLand  
County: Volusia County  
Zip Code: 32720  
Min Size: 1.79 Acres  
Max Size: 1.79 Acres [More](#)  
[View Details](#)

**LinkedIn**  
Jeff Suneson x

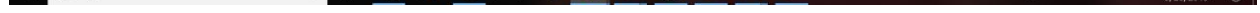
Here are the properties that I recommend for your project

**Shared Results**  
properties.zoomprospector.com

[Send](#)

Type here to search

The property report shows your website visitors all the information available about that property. Each property report can include videos and as many photos and documents as needed. There are hundreds of possible fields that could be populated, but you can rest assured that blank fields are left out of the property report displayed in order to ensure the report is clean, attractive and easy to read. Property reports can be shared with anyone by a custom link, email, social media, in newsletters, presentations, PowerPoint decks, and responses to RFPs. The system also automatically adds the EDO contact for that property, so there is no need to add that manually to each property. The property can be customized to fit our clients needs. If a client wants to add or remove a field or change a label, this can be easily done in a minute using our robust, mobile-friendly back end admin interface. Clients can also add admin-only fields with notes that will not appear in the property report.



## Beautiful PDFs

The attractive, clean design speaks for itself. Clients can easily customize the categories and order of the fields in your PDFs. Your EDO logo will be prominently displayed on all reports.

### Dillon County Shell Building

250 Harlees Bridge Road  
Dillon, South Carolina 29536 - Dillon County



#### Property Details

**Type of space:** Industrial  
**Min Size:** 109,200 sqft.  
**Max Size:** 109,200 sqft.  
**Last Updated:** 5/6/2019

#### Site Details

**Tax Map ID:** 058-00-00-056  
**Surrounding Land Use:** Agricultural ; commercial; industrial  
**Site Acreage:** 17.90 acres  
**Protective Covenants:** Yes  
**Zoning:** Not zoned  
**Industrial Park:** Yes  
**Industrial Park Name:** Northeastern Commerce Center  
**Current Land Use:** Developing Industrial Park  
**Previous Use:** New Shell Building  
**Environmental Assessment:** All due diligence completed

#### Availability

**For Lease:** Yes  
**Lease Rate:** \$4 /sf  
**For Sale:** Yes  
**Sale Price:** \$4,600,000  
**Total SF:** 109,200 sf  
**Contiguous Acres:** 27.4 acres  
**Condition:** Excellent

#### Building Details

**Number of Drive in Doors:** 2  
**Year Built:** 2018  
**Min Ceiling Height:** 32.5 ft  
**Building Material:** Insulated precast concrete  
**Floor Thickness:** To suit  
**Column Spacing:** 50'x52', 60'x52'  
**Max Ceiling Height:** 40 ft  
**Building Dimensions:** 260' x 420'  
**Free Standing Building:** Yes  
**Roof:** White TPO membrane  
**Shell Building:** Yes

South Carolina Power Team | 803.254.9211 | [wdarby@scpowerteam.com](mailto:wdarby@scpowerteam.com) | [www.scpowerteam.com](http://www.scpowerteam.com)

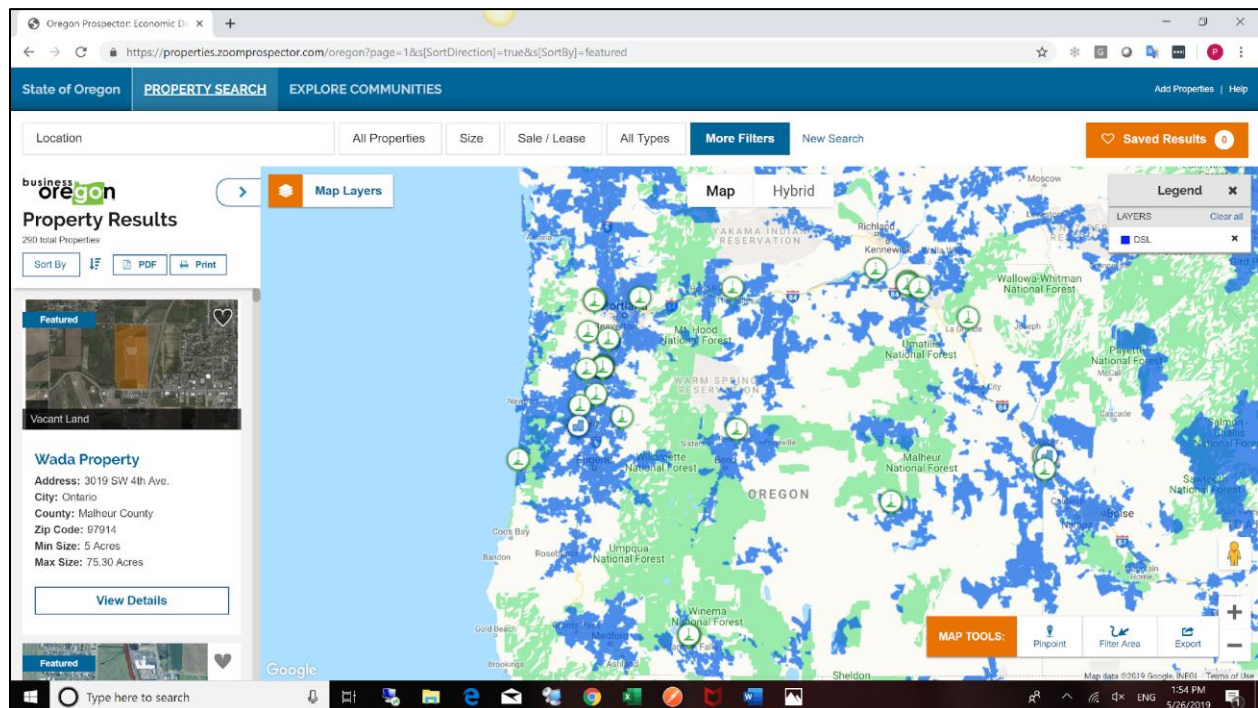


## Property Data

Property data, picture,s and video can be added using our mobile-friendly admin interface by your staff, communities, and real estate professionals. We have developed strategic partnerships with real estate data providers like RealMassive, OfficeSpace, and Catylist. If you want to automate the property data, our system can connect remotely to commercial listing services available in your communities. Our client services team will work with you to find the best, customized solution based on offerings for your region.

## Layers

The ZoomProspector Enterprise system comes loaded with pre-defined layers: transportation, broadband, geography, Federal Opportunity zones, incentives, educational facilities, energy, points of interest, environmental. However, clients can add custom layers to showcase what is important for their communities. Our system is Google Maps, KML/KMZ, and ESRI compatible so any geospatial layers in those formats can be added to your application. Also, if your communities use ESRI's ArcGIS, our system enables you to live connect to those servers.



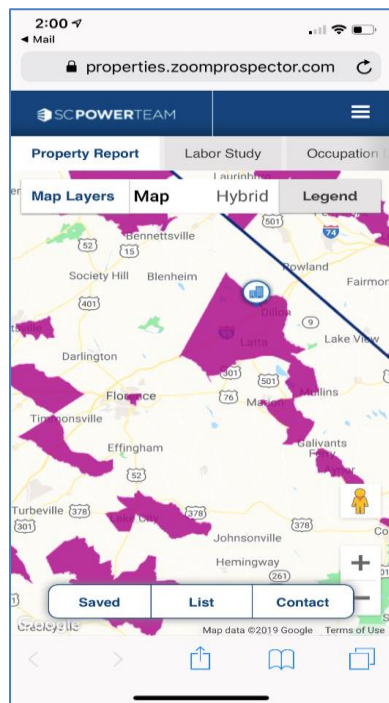
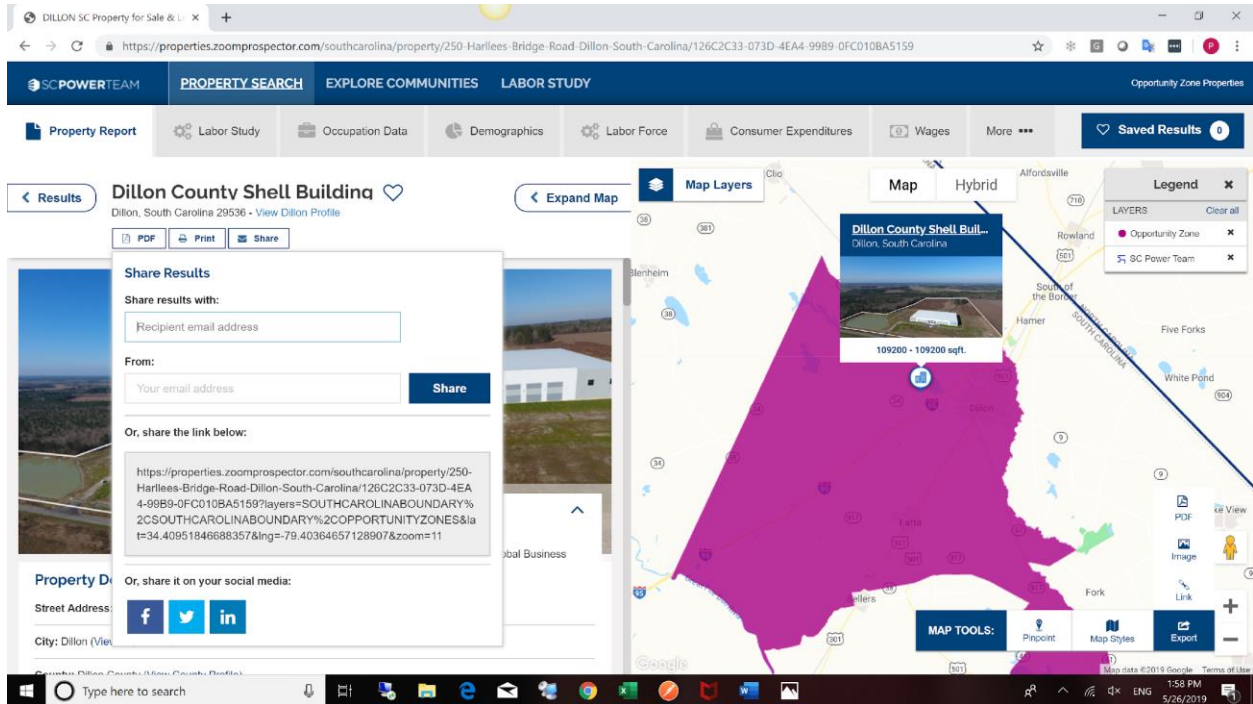
## Bigger Maps

Website users can expand the map to a larger area on screen for a wider region without losing property listings side-by-side for easy analysis.



## Share Maps

The ZoomProspector Enterprise system allows website users and clients to create custom maps that can be shared with anyone with the click of a mouse. Even better, that map is visible in any mobile device as well. This is a unique feature of GIS Planning, as many competing GIS platforms do not allow users to view the map layers on a mobile device.

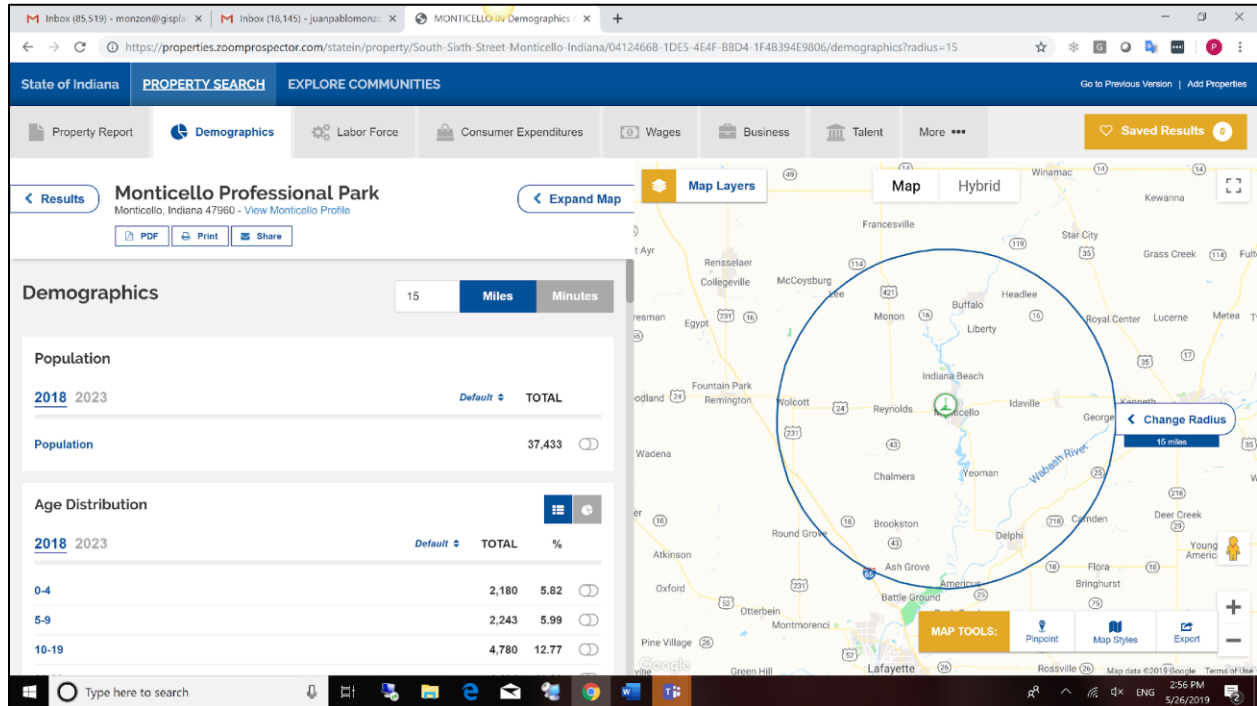




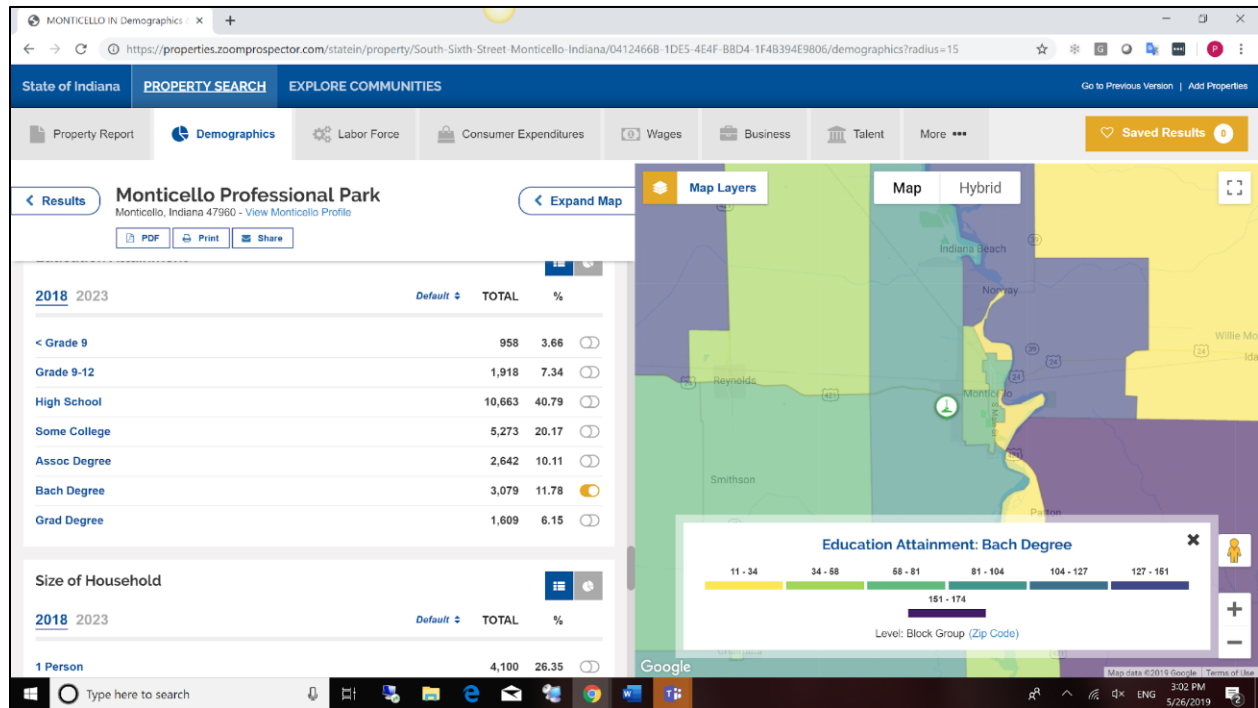
## Demographic Data

Create demographic reports for any radius or drive-time around any property, pinpoint, community, region, or any custom area. The demographic data is provided by AGS, which is the same provider used by many site selection groups. The data is based on the latest Census and the American Community Survey.

Only GIS Planning offers users the ability to dynamically change the search radius by dragging the circle on your screen or mobile device, with report results adjusting dynamically allowing platform users to analyze demographic data on the fly.



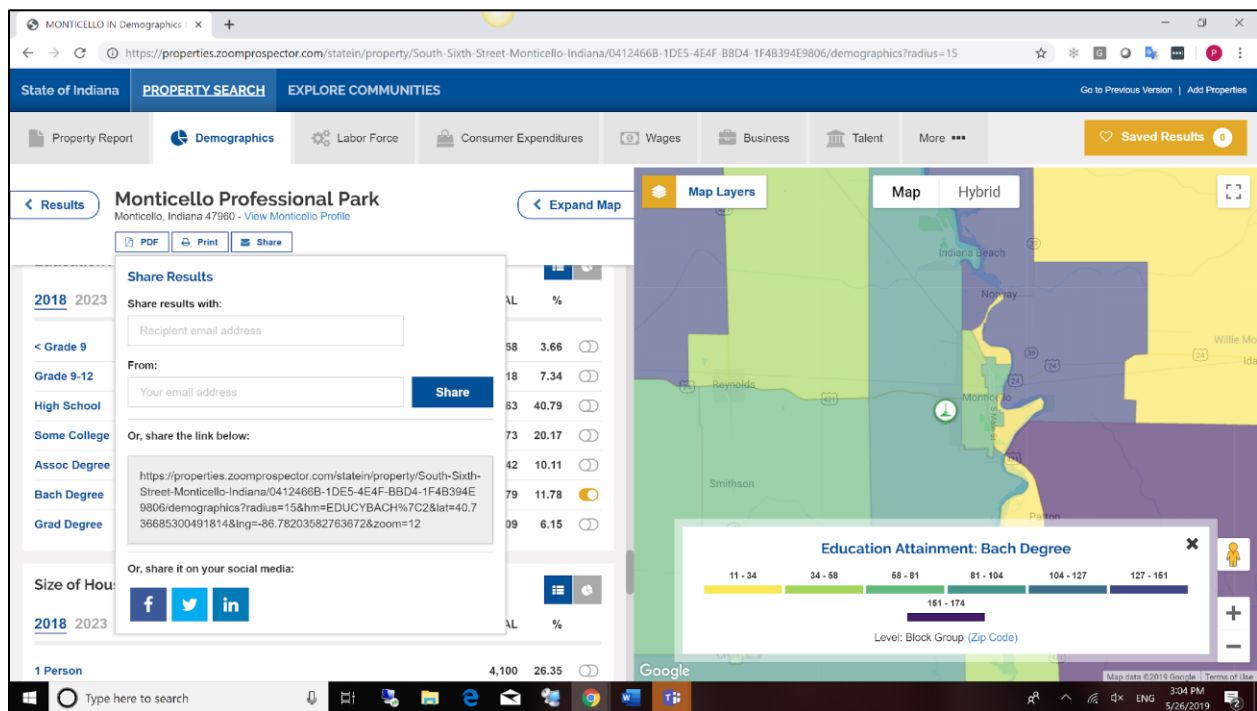
GIS Planning's ZoomProspector Enterprise allows users to generate thematic heat maps for any demographic variable by toggling the desired variable on and off to the zip code and block group level.



## Live Share Links

ZoomProspector users can share any custom radius or area thematic heat maps, demographic reports, and property folders with the click of a mouse allowing economic developers to send dynamic lives links to a prospect, as opposed to an old school static PDF. Users can still send PDFs if needed however, the advantage of sharing the link is bringing the prospect back to the website allowing them to explore the data and tools to perform more analysis as they need.

GIS Planning clients can also then track the prospect with our powerful analytics letting you know which companies are on your website, a unique feature of GIS Planning's ZoomProspector.



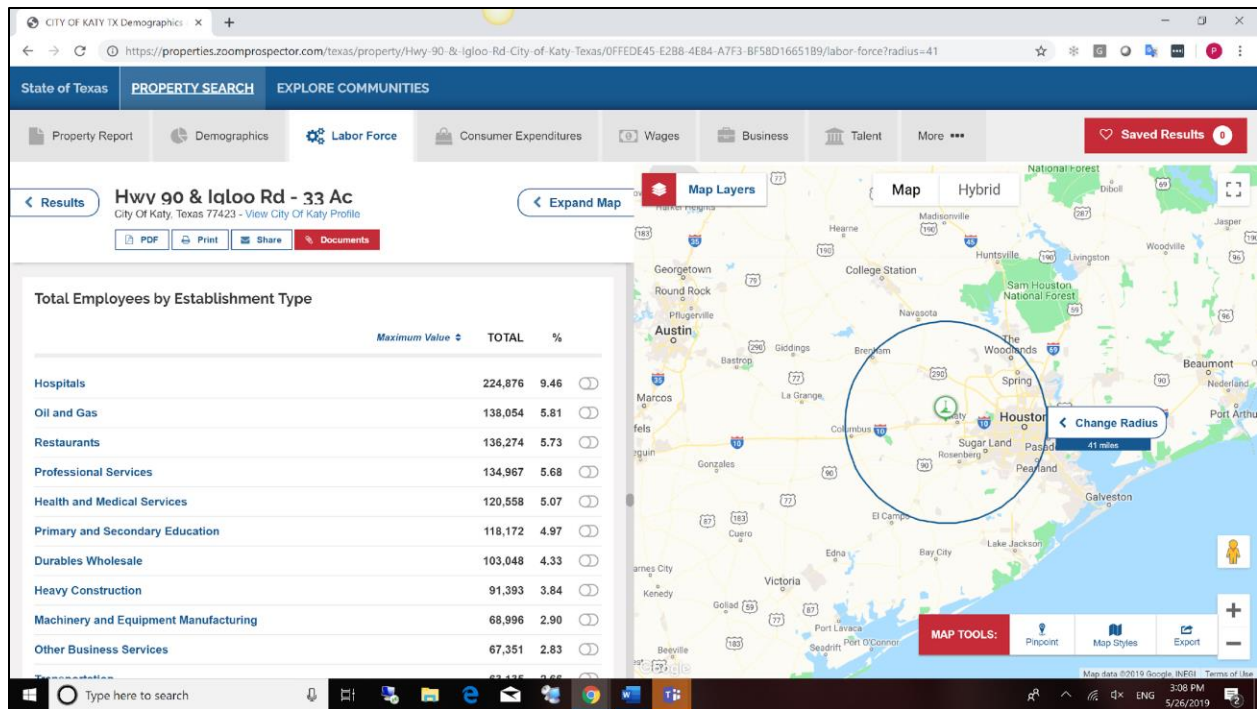
## Labor Force Data

The labor force data is also provided by AGS based on the latest Census and the American Community Survey. Similar to demographics, users can build thematic heat maps and share the results of their research and analysis.

## Sorting Demographic and Labor Force Data

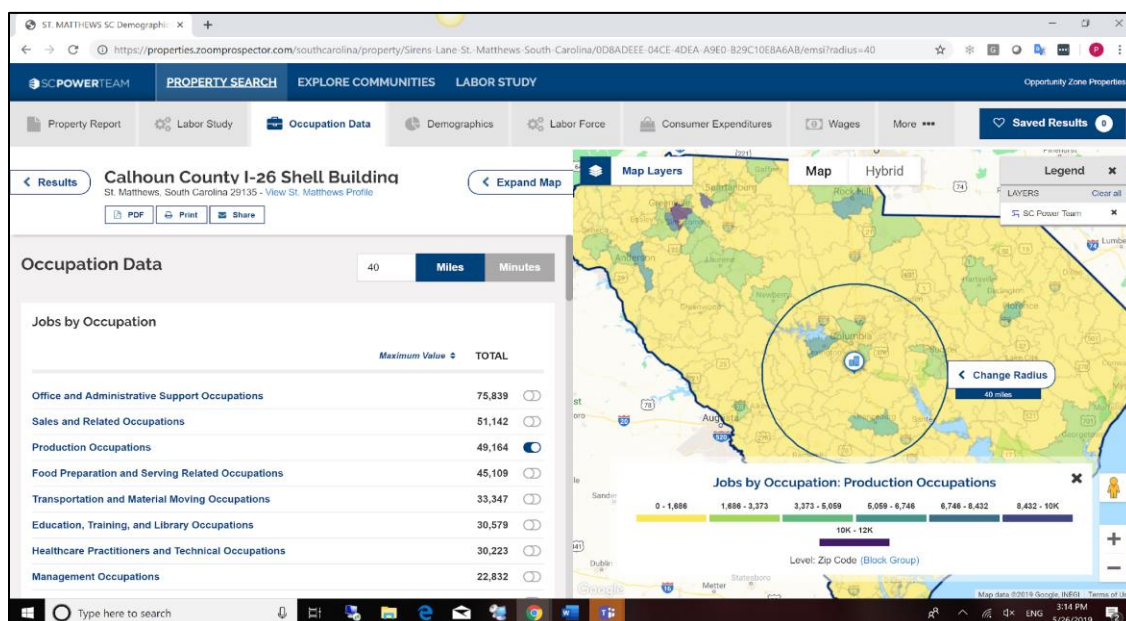
Another unique feature of GIS Planning's ZoomProspector is the ability to sort labor force data as needed. This powerful feature allows users to see what the top industries, occupations, and top jobs are in a specific area. The data will dynamically change on the fly as users adjust the radius. This simply cannot be done with a system that is limited to static PDFs. GIS Planning's platform is designed to visualize the data as you change the search radius.





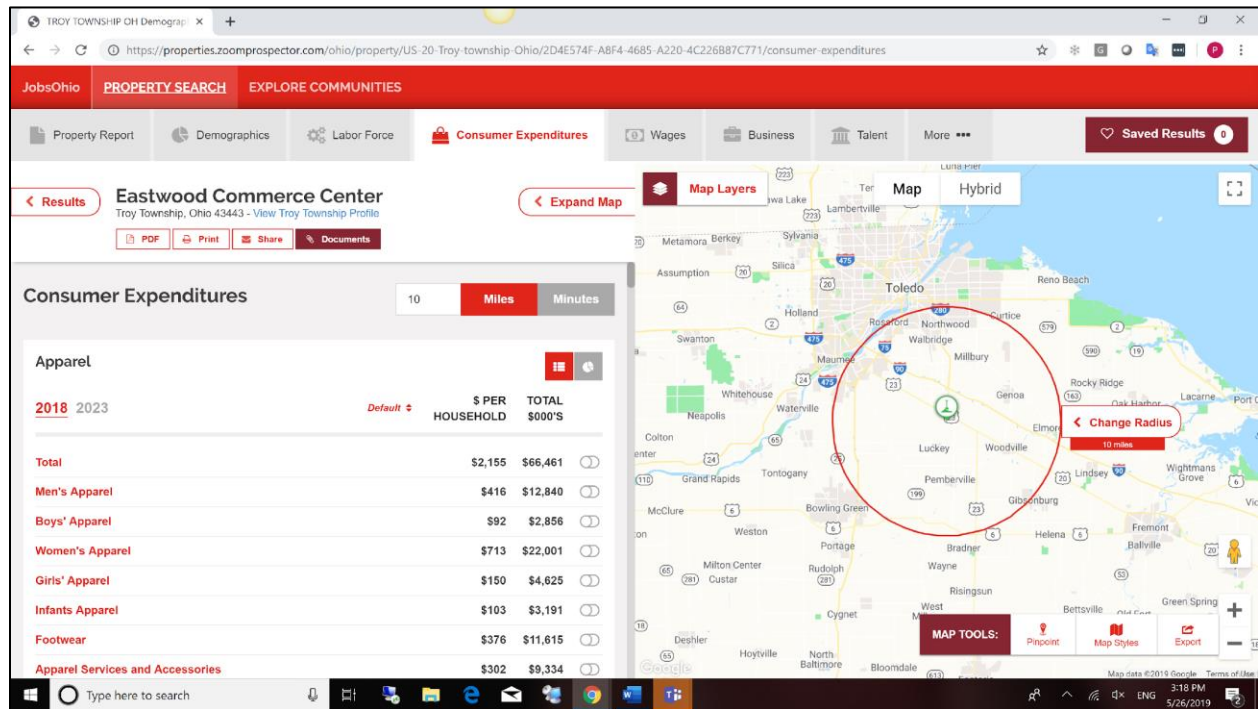
## EMSI

One of our newest partners is EMSI, the leader in labor, wage, and occupational data. Other vendors might display EMSI data as a layer, but our product takes it a step further by allowing the user to create dynamic reports based on radius, drivetime or pinpoint. Most site selection queries include number of jobs or occupation and wage data for a specific area. This is now possible to generate quickly and easily. This feature is only available with GIS Planning's ZoomProspector. Users can also dynamically sort data to the top occupations and wages for the selected region. They can also share those reports with prospects.



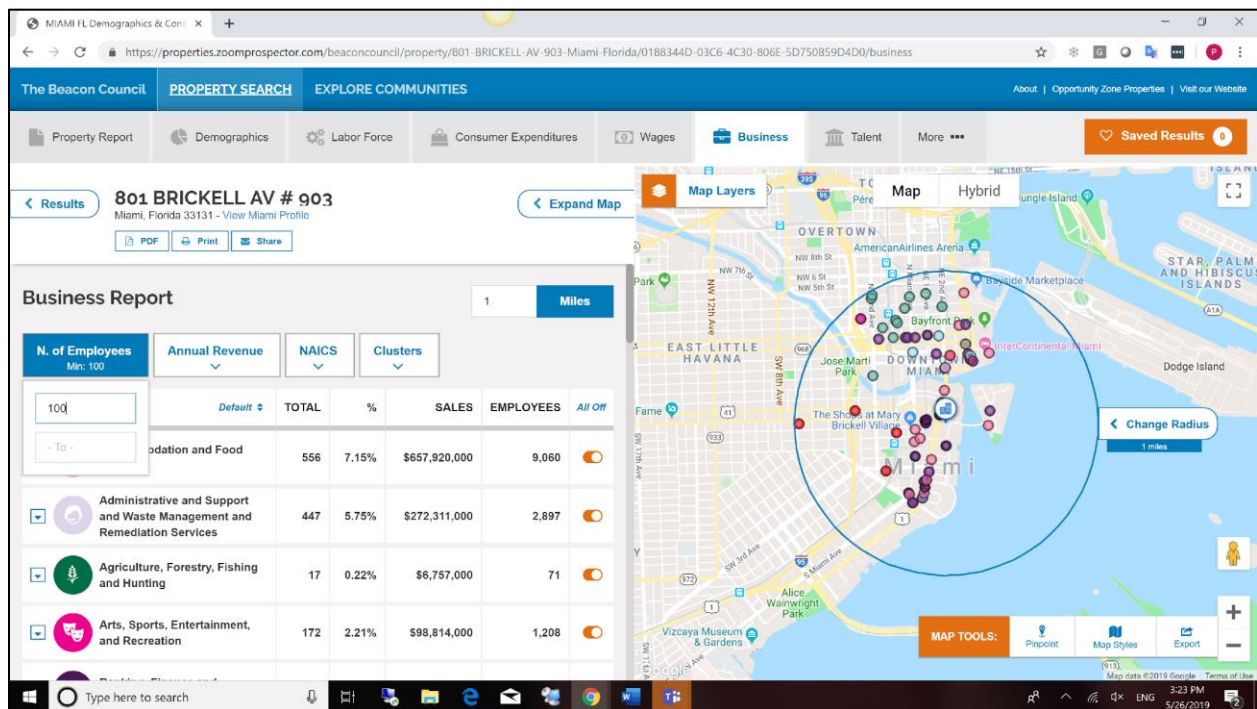
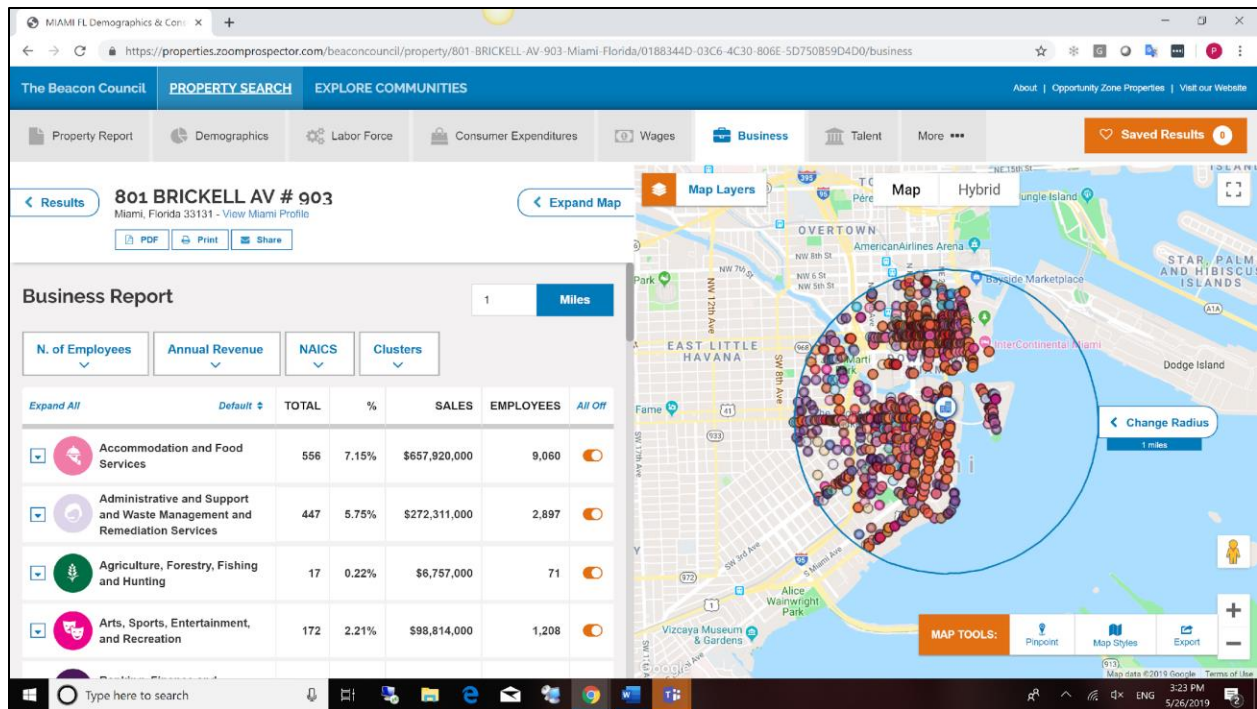
## Consumer Spending

Similar to demographic and labor force reports, users can analyze any specific area or pinpoint to get consumer expenditures for any location. Activate thematic heat maps, sort, and share data dynamically instead of sending a static PDF report.



## Business Analysis

Another unique feature of GIS Planning's ZoomProspector is the ability to display all businesses around any given property or pinpoint, as well as for any community/county/region. This is an important feature for business attraction and retention as many companies want to analyze what other types of businesses are in that region. It's important for them to have the ability to analyze competitors, suppliers, and potential customers. It's also possible to filter the data by industry, number of employees or revenue. Our business data comes from our partnership with InfoUSA, an industry leader, and data provider for both ESRI and Google Maps. GIS Planning is the only vendor to offer this feature.





Users can drill down further to view the sub-categories and business names.

The screenshot shows the Beacon Council Property Search interface. The left sidebar displays the address "801 BRICKELL AV # 903" and a table of business sub-categories. The right side features a map of Miami with a blue circle indicating the search radius.

Category	Count	Percentage	Revenue	Employees	Toggle
Manufacturing - Processed Food, Textiles, Clothing	29	0.37%	\$134,482,000	331	On
Other Animal Food Manufacturing	1	3.45%	\$18,289,000	20	On
Cane Sugar Manufacturing	2	6.90%	\$12,684,000	60	On
Fruit and Vegetable Canning	1	3.45%	\$23,753,000	50	On
Fluid Milk Manufacturing	1	3.45%	\$5,035,000	8	On
Retail Bakeries	8	27.59%	\$1,081,000	33	On
Commercial Bakeries	1	3.45%	\$673,000	6	On
Other Snack Food Manufacturing	2	6.90%	\$2,755,000	7	On
Coffee and Tea Manufacturing	1	3.45%	\$2,149,000	5	On
All Other Miscellaneous Food Manufacturing	1	3.45%	\$1,818,000	5	On
Soft Drink Manufacturing	1	3.45%	\$34,477,000	51	On
Distilleries	2	6.90%	\$4,642,000	8	On
Tobacco Manufacturing	1	3.45%	\$24,679,000	49	On
Curtain and Linen Mills(Unclassified)	1	3.45%	\$345,000	2	On

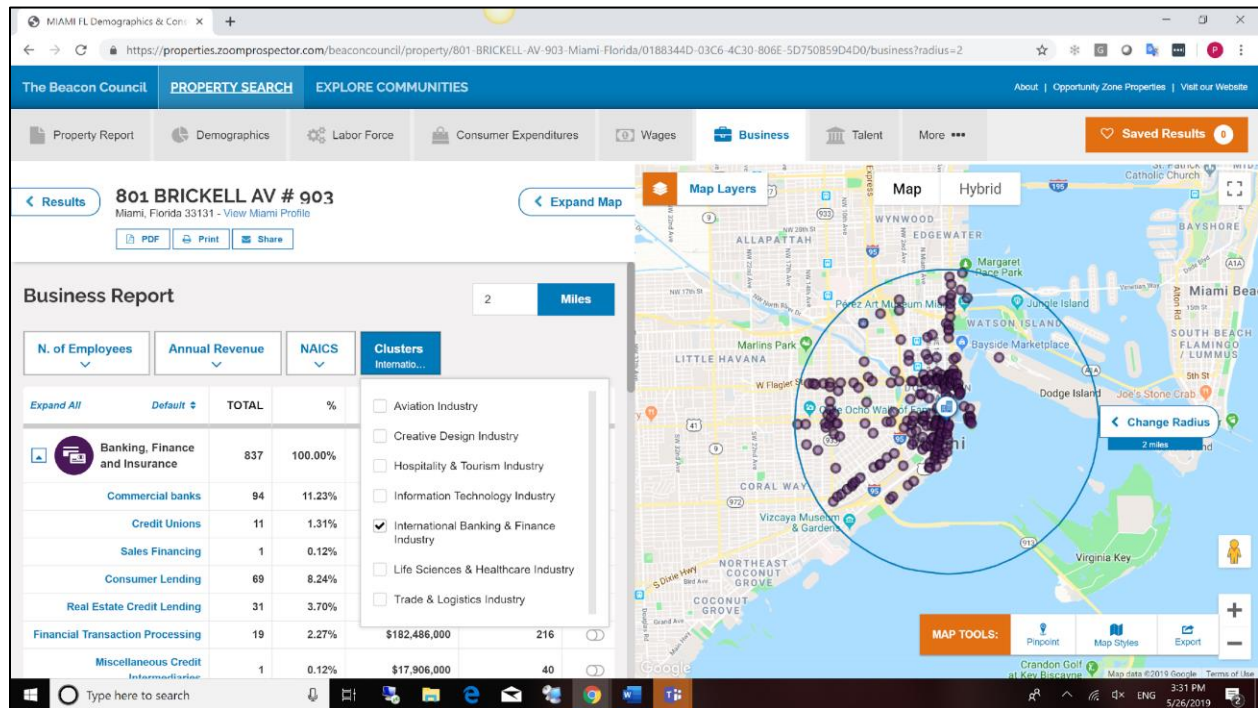
Users can generate custom business cluster maps on the fly.

The screenshot shows the Beacon Council Property Search interface with a custom business cluster map. The left sidebar displays the address "801 BRICKELL AV # 903" and a table of business clusters. The right side features a map of Miami with a blue circle indicating the search radius, and a cluster of red dots representing the business locations.

Category	Count	Percentage	Revenue	Employees	Toggle
Accommodation and Food Services	556	7.15%	\$657,920,000	9,060	On
Administrative and Support and Waste Management and Remediation Services	447	5.75%	\$272,311,000	2,897	On
Agriculture, Forestry, Fishing and Hunting	17	0.22%	\$6,757,000	71	On
Arts, Sports, Entertainment, and Recreation	172	2.21%	\$98,814,000	1,208	On

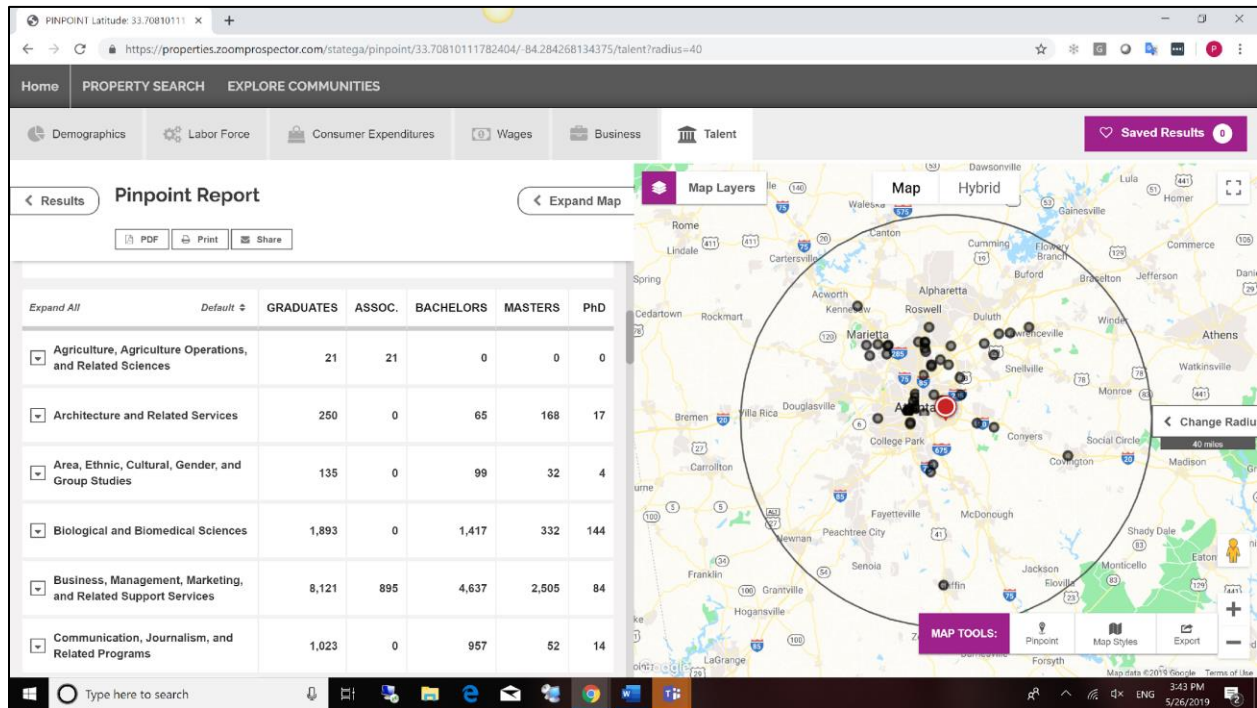
## Cluster Analysis

ZoomProspector Enterprise allows users to define their own business clusters. The GIS Planning mobile-friendly back-end empowers clients to define and feature target business clusters important to their region. Another unique feature only available with GIS Planning's ZoomProspector Enterprise is the ability for users to define their own business clusters. Users can share target industry cluster data in social media, newsletters, trade show collateral, proposals and more.



## Talent Data

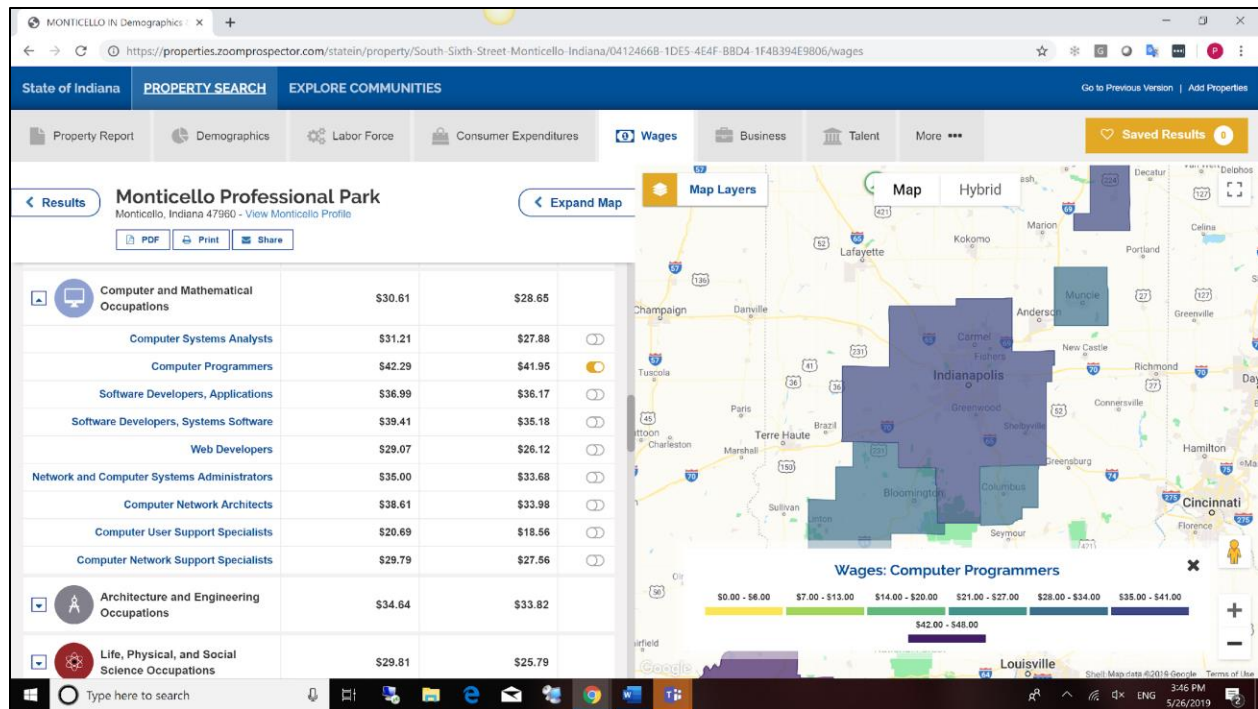
ZoomProspector Enterprise is the only online GIS data software to feature talent data, a critical factor in the site selection process. Prospects can research and analyze the talent being produced by the universities and colleges in any custom radius of a property, pinpoint or community. Based on data from the Department of Labor Statistics, users can easily share a report with the talent available in their communities.



## Wage Reports

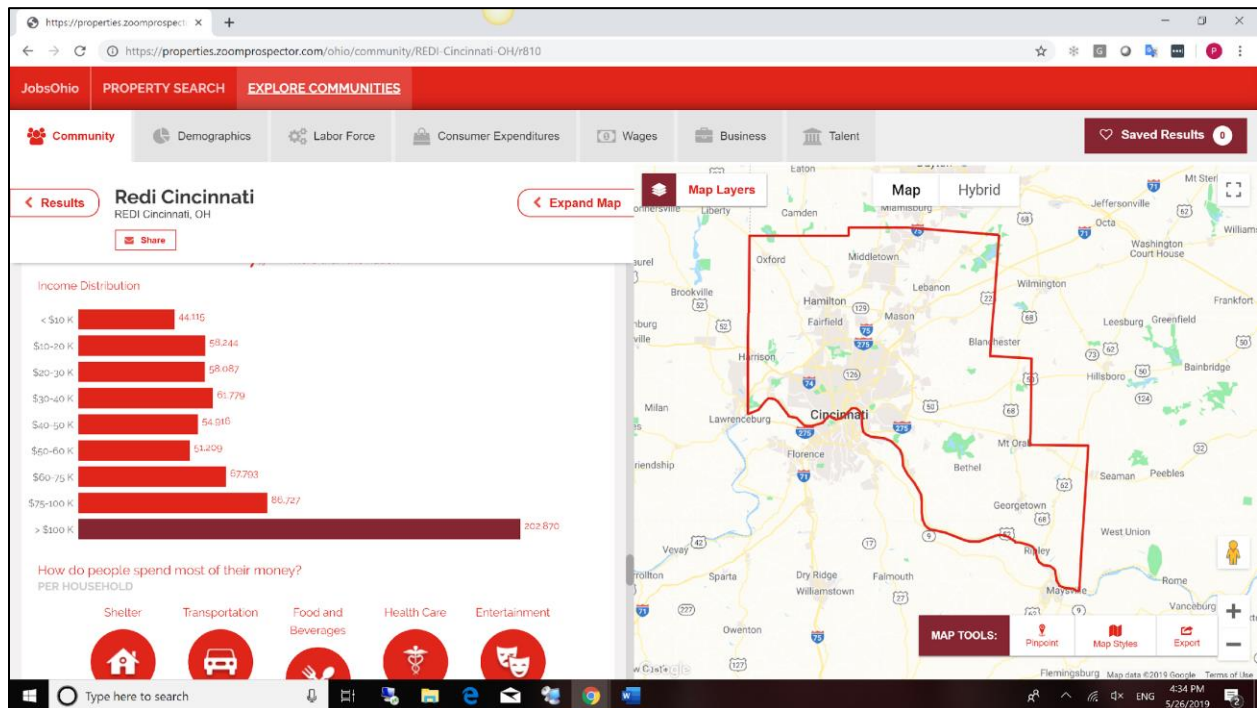
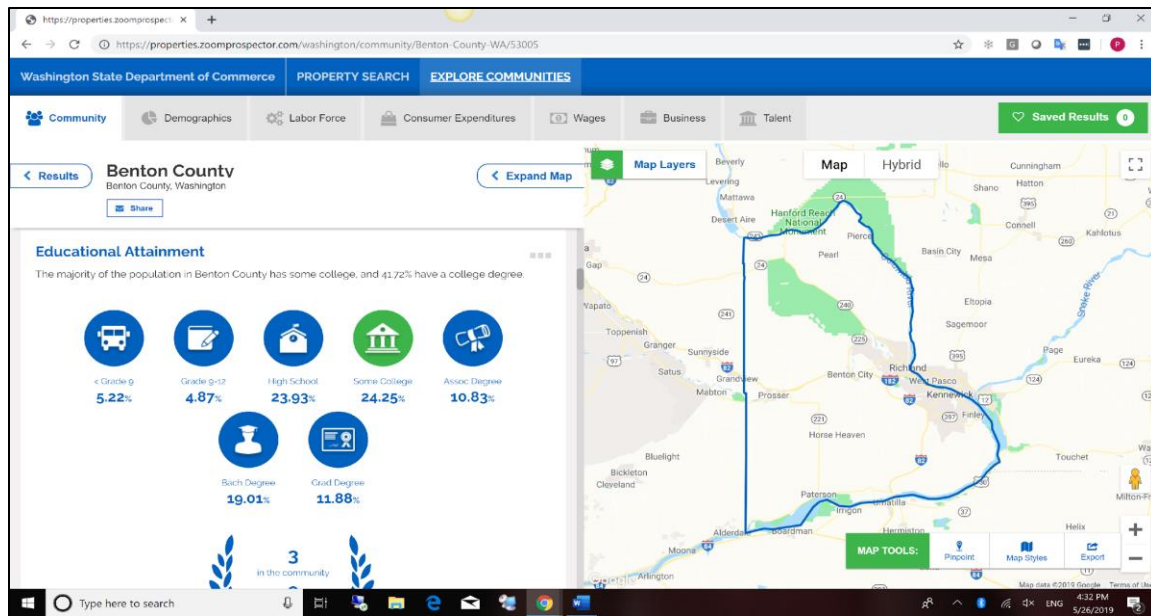
Based on the data from the Bureau of Labor Statistics, ZoomProspector Enterprise users can visualize the cost of hiring different types of employees in the region. Our system allows prospects to map that data to the level of any occupation. For example, they can share a map of wages for programmers or manufacturing jobs with any prospect with just one click. This is also a unique feature available only with ZoomProspector.





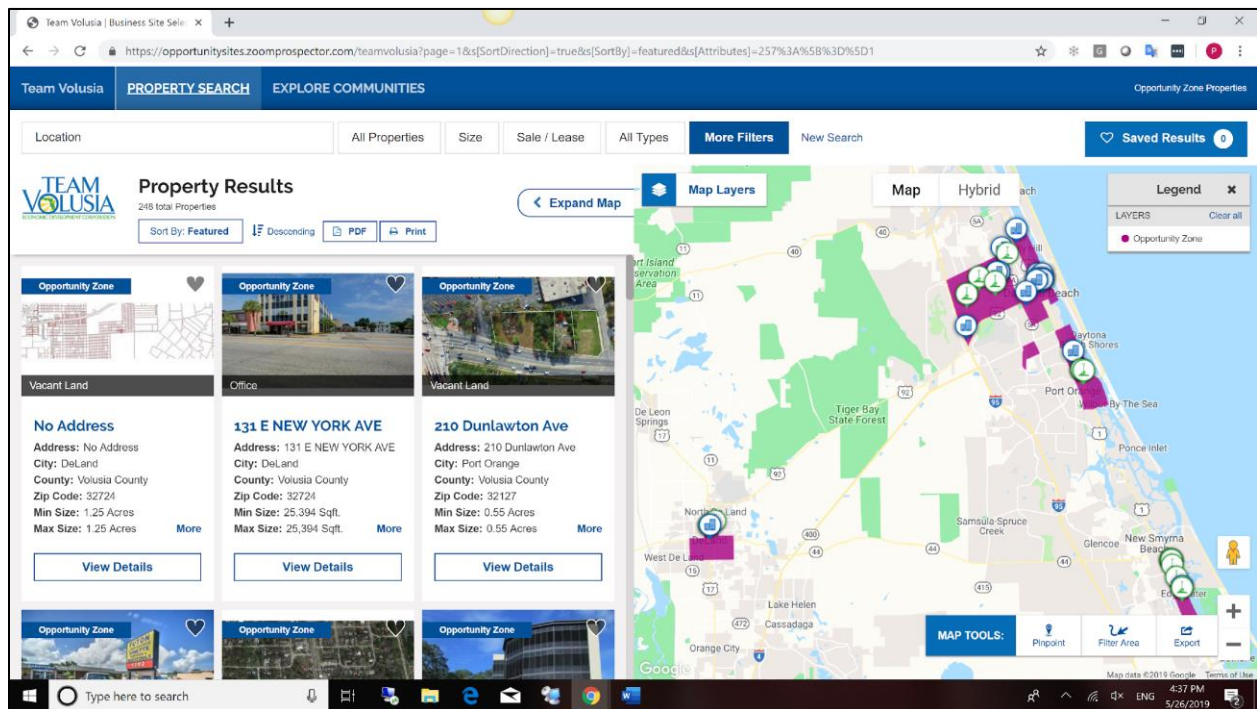
## Beautiful Infographics

ZoomProspector builds beautiful, interactive data infographics for all communities and counties as well as any custom defined region in a client's geography. The colors can be customized so it matches overall branding. Community profile data infographics can be embedded in other sections of a client's website. Infographics sections can be easily downloaded for inclusion in proposals, presentations, e-newsletters, and on social media.



## Opportunity Zone Viewer

Our platform allows you to create a custom viewer for properties in your Federal Opportunity Zones. It's possible to generate this as a separate viewer that focuses ONLY on promoting those OppZone properties.

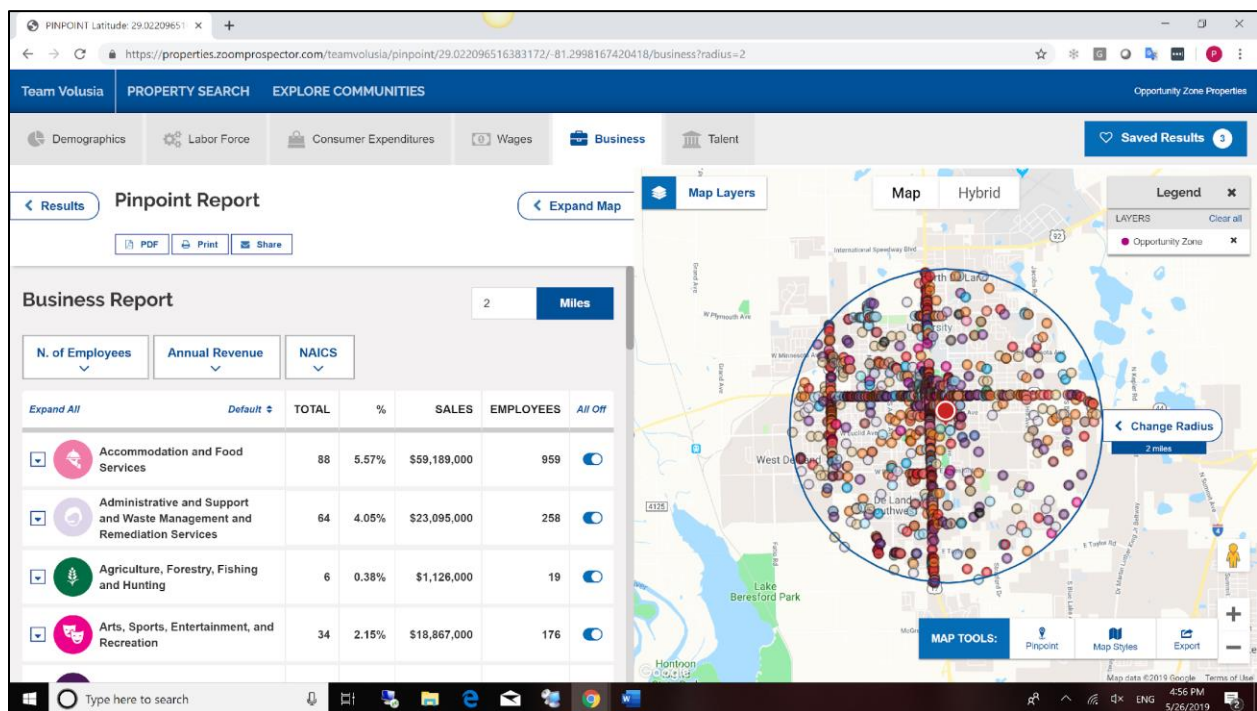
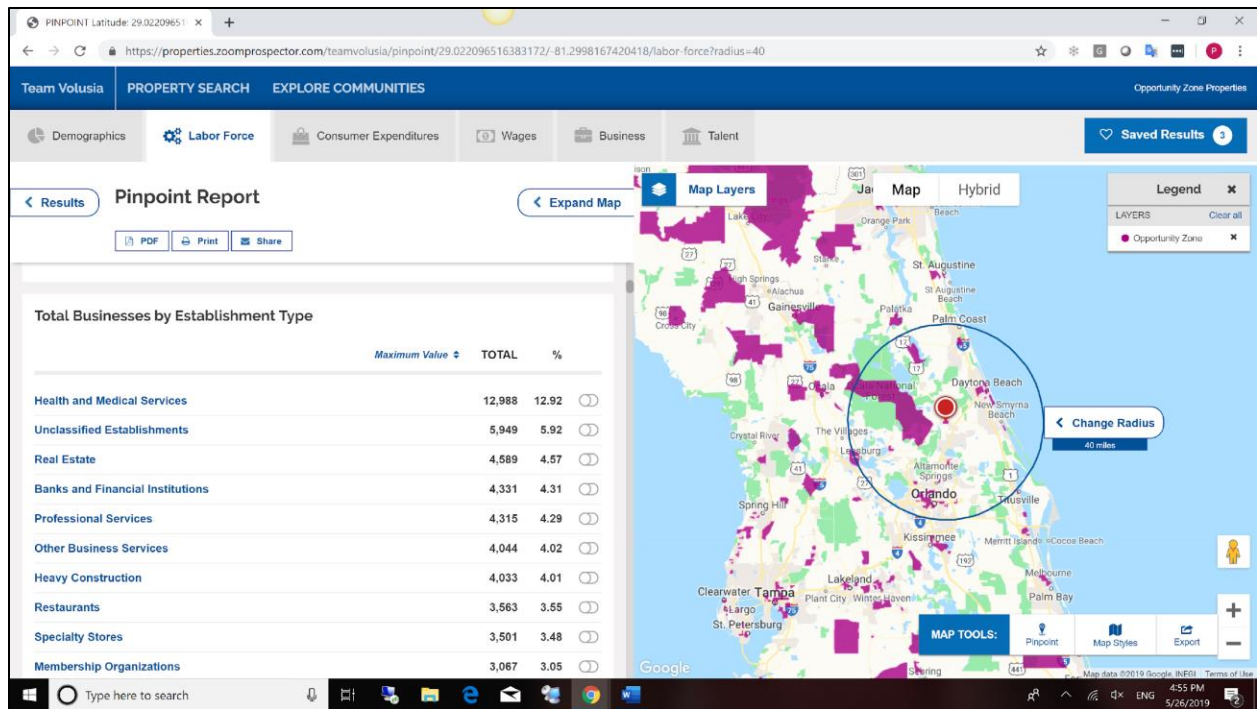


## Pinpoint Analysis

ZoomProspector allows users to analyze any specific location on a map, even if a property does not exist there. Analyze any radius or drive-time distance from any given point/address/intersection in a community and share those reports via a custom generated link bringing users back to your website, which is so much more effective than sending them away to a static PDF. All reports are available with the pinpoint analysis: demographics, labor force, consumer spending, business analysis, cluster analysis, talent, and wages.

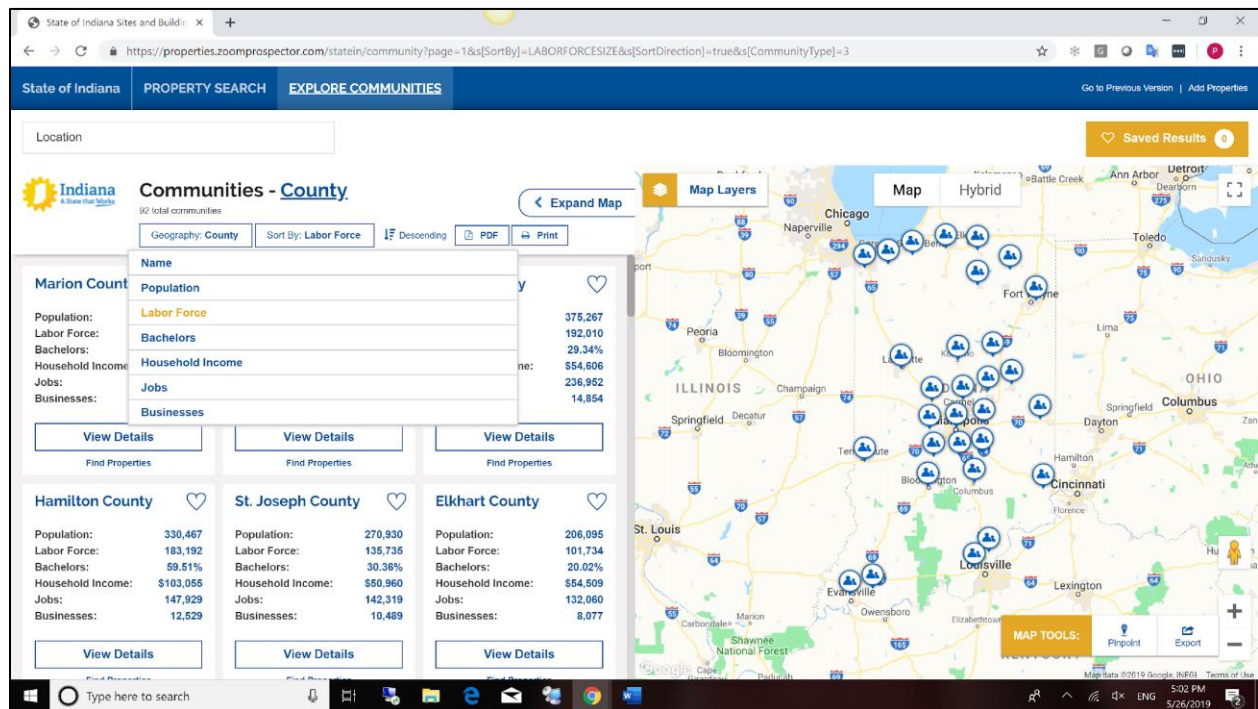
This makes it possible to create a labor force or business profile around a specific opportunity zone, for example.



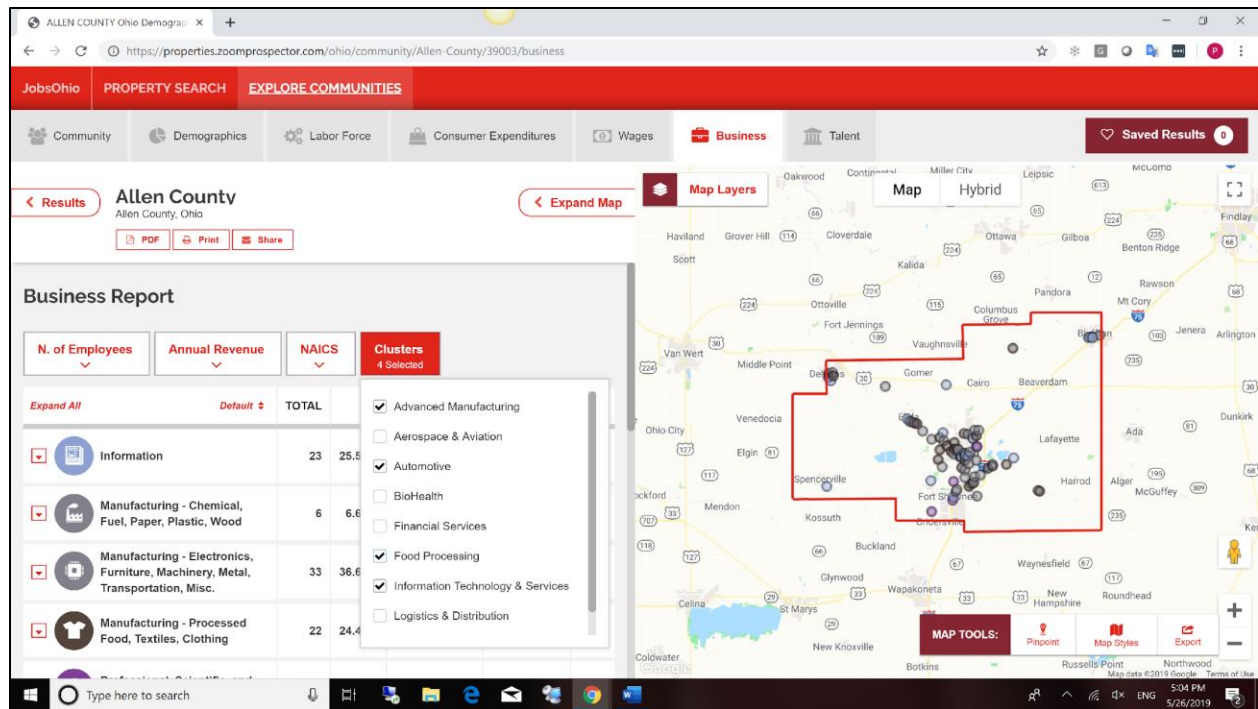


## Explore Communities

All the reports mentioned are also available for every community, county, and defined custom region. ZoomProspector allows you to sort communities/counties/regions based on different criteria.

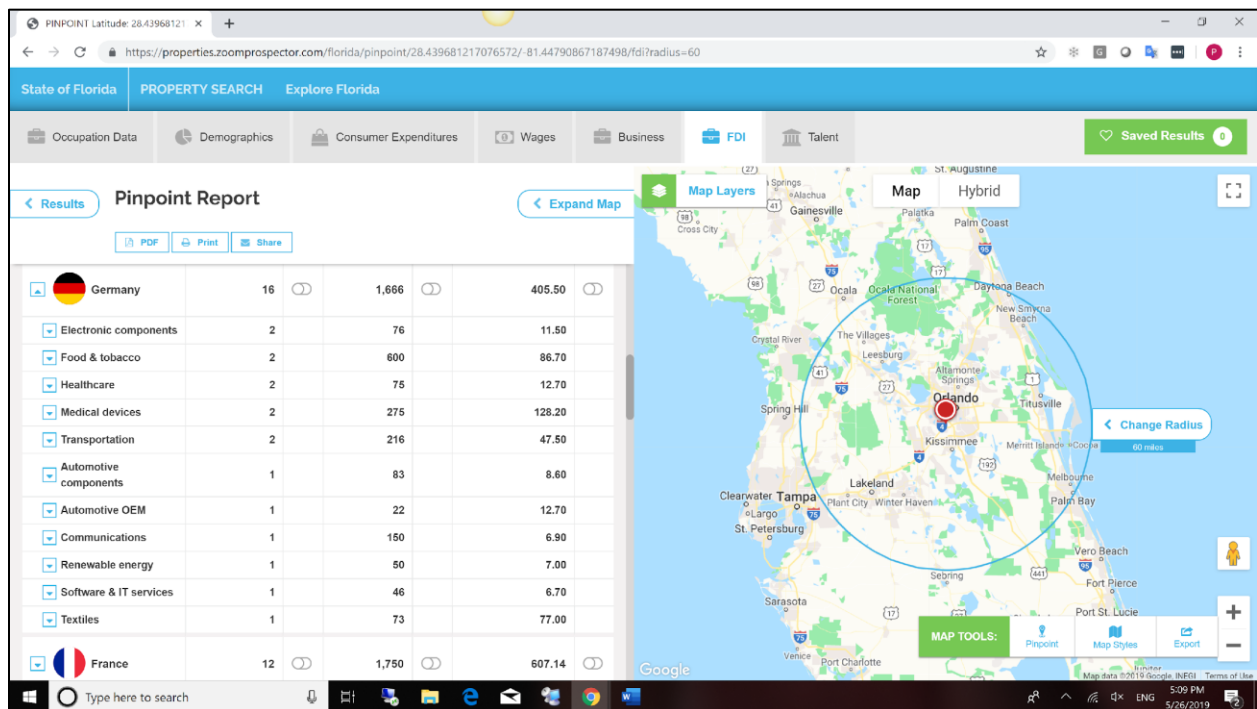
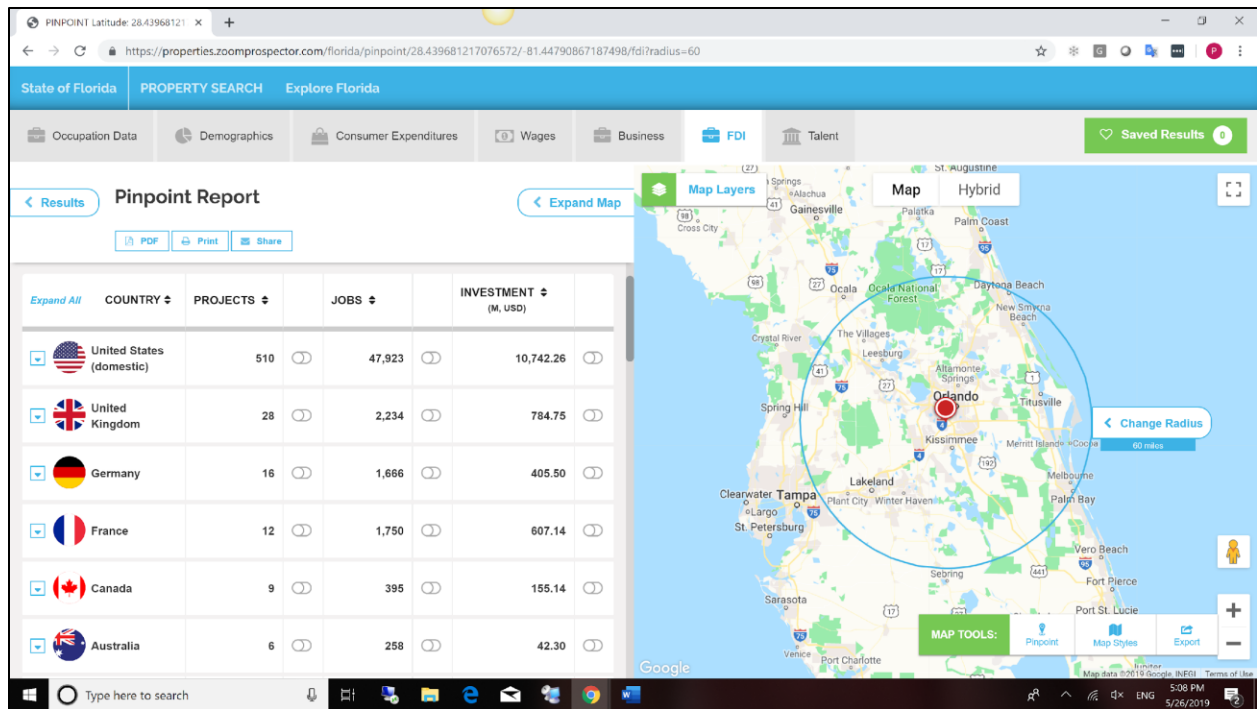


Create a cluster analysis and filter businesses for a specific city/county/region based on industry type, number of employees, cluster, and revenue. This unique feature of ZoomProspector makes it easy for communities to generate business reports and cluster maps to share to promote their own industry clusters.

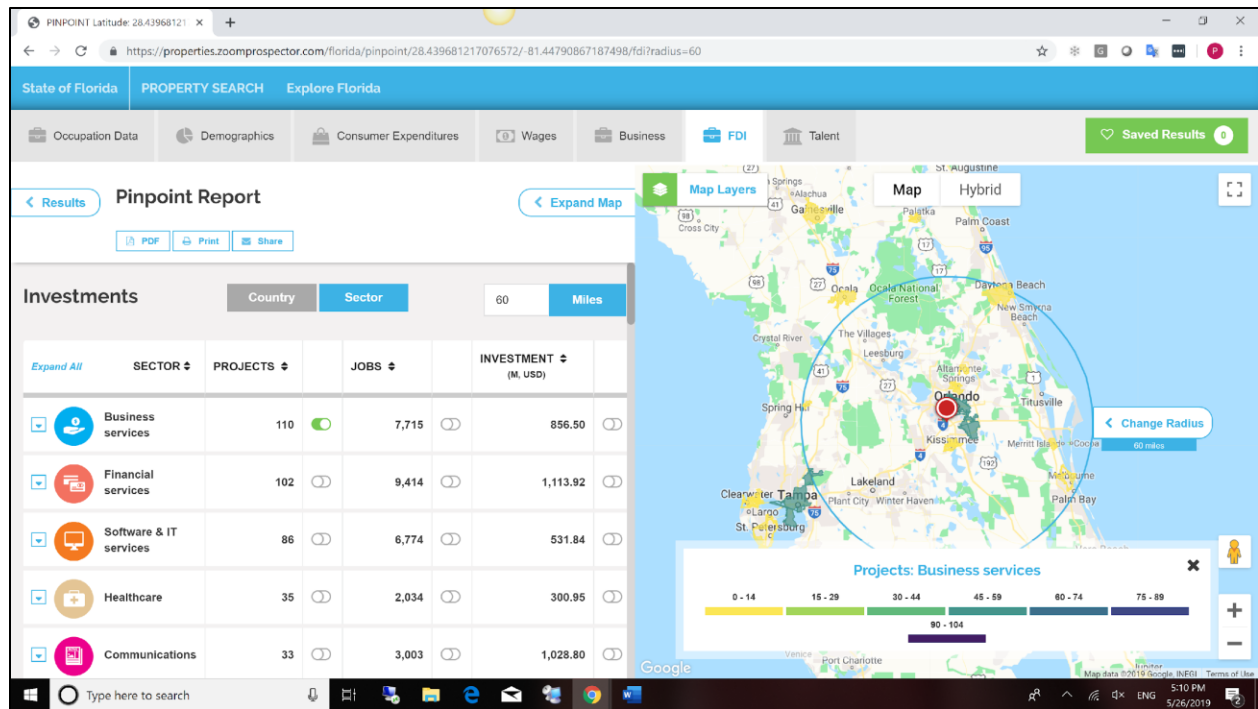


## fDi REPORTS (Foreign Direct Investments) - NEW

This new add-on feature allows clients to show seven years of investment data by country and sector into their communities. This valuable data comes from fDi Markets (Financial Times) and is only available with GIS Planning's ZoomProspector. Create reports for any radius, community or region. View the number of projects, jobs created, and total investment. These reports are an ideal way to advertise the success of your communities. Clients can also generate heat maps by number of projects, jobs, or investment then share that as a link on their website, or a presentation to an international prospect. These FDI reports are real attention getters at interactive shows such as Select USA.

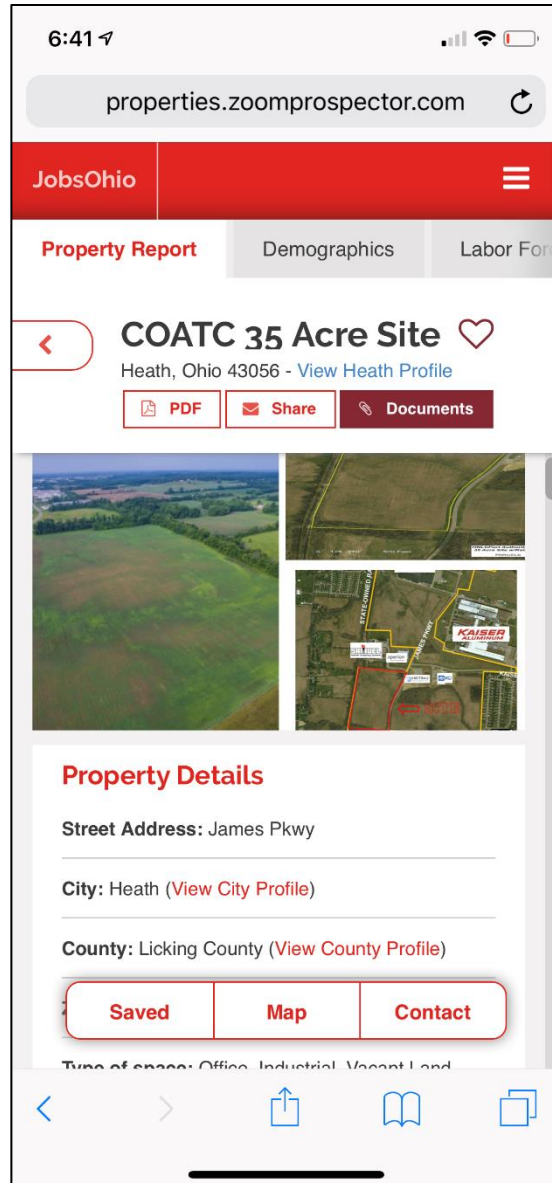
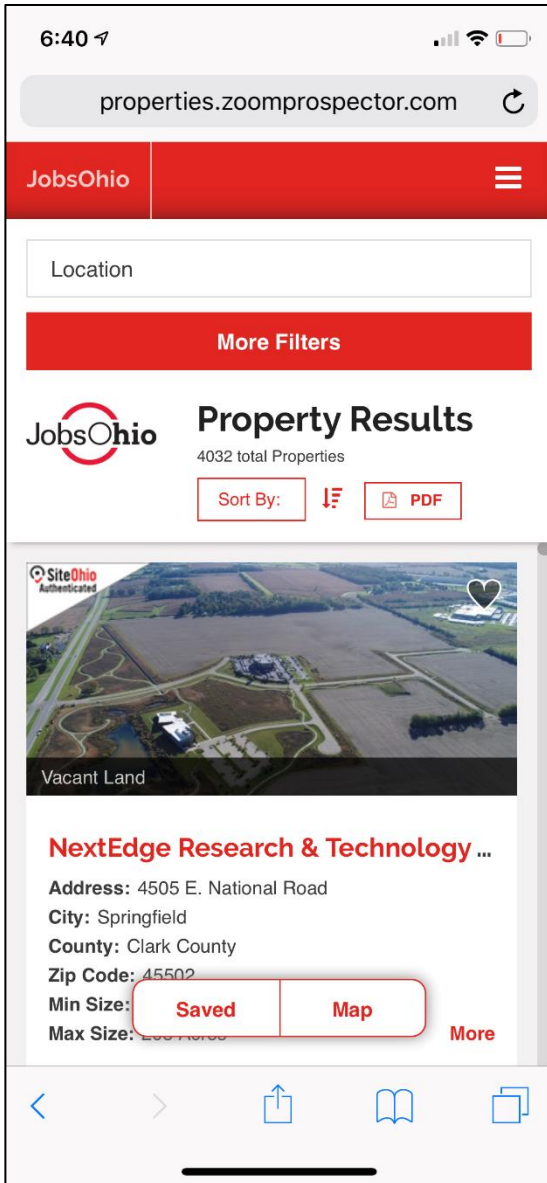


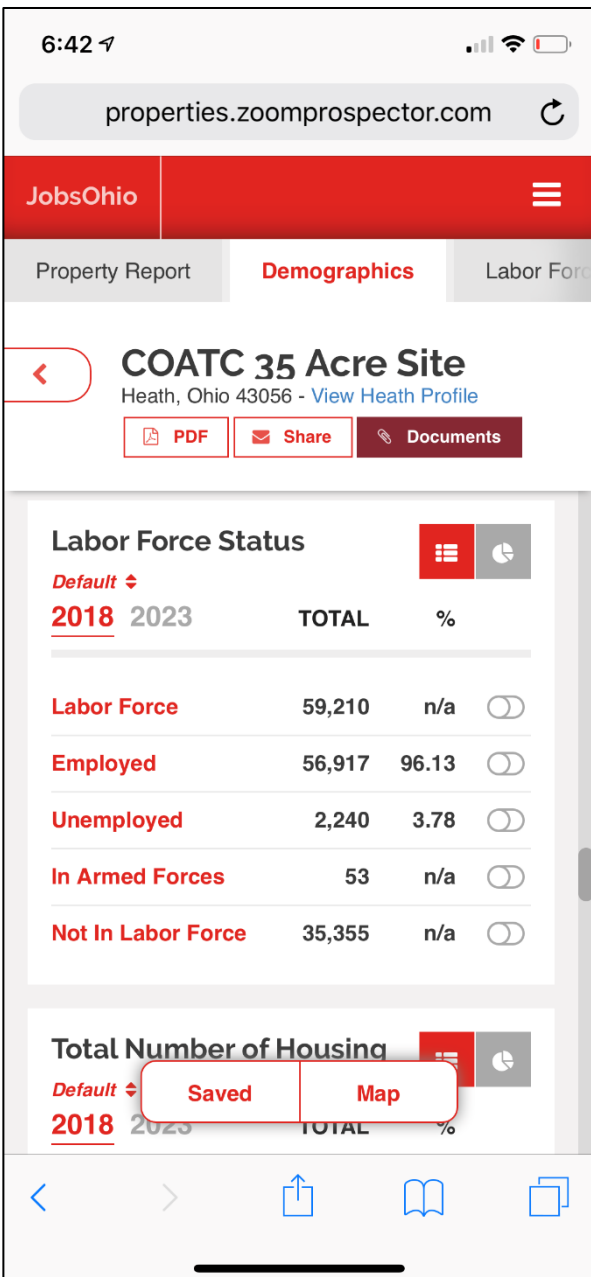
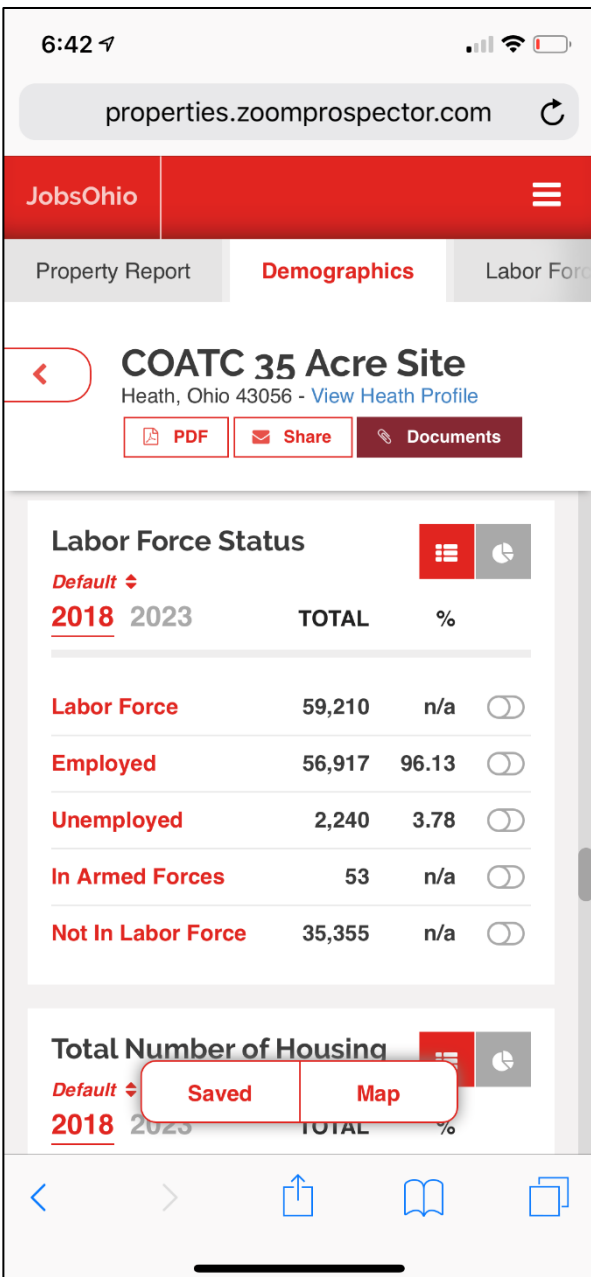




## Responsive to Design/Mobile Friendly

It's critical to share all your data, maps, reports, and properties in a mobile-friendly interface. The ZoomProspector Enterprise system is responsive to design, which means it can be viewed on any computer, smartphone or tablet. Equally critical, our mobile versions are full featured, allowing users to search, analyze, and share all reports and maps directly from your phone. Other GIS systems that rely on static PDFs are not truly mobile friendly and typically do not include interactive maps. GIS Planning raised the bar on mobile-friendly online GIS data tools by making maps, layers and reports available on mobile devices. With upwards of 40% of client traffic to their GIS data tools coming from mobile devices, it's more important than ever to ensure all features, reports and maps are available to those users.





6:43

properties.zoomprospector.com

JobsOhio

Property ReportDemographicsLabor Force

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COATC 35 Acre Site

Heath, Ohio 43056 - [View Heath Profile](#)

PDFShareDocuments

Expand AllDefault

MEAN ANNUAL

All Occupations	51,260
<input type="checkbox"/> Management Occupations	116,320
<input type="checkbox"/> Business and Financial Operations Occupations	71,840
<input type="checkbox"/> Computer and Mathematical Occupations	92,440
<input type="checkbox"/> Engineering	78,150

SavedMap

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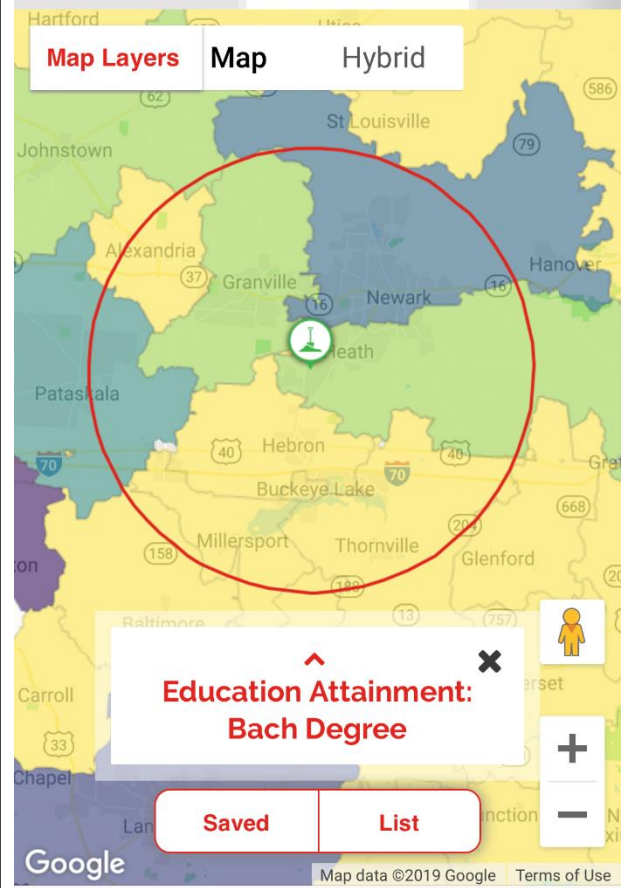
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properties.zoomprospector.com

JobsOhio

Property ReportDemographicsLabor Force

Map LayersMapHybrid



Education Attainment: Bach Degree

SavedList

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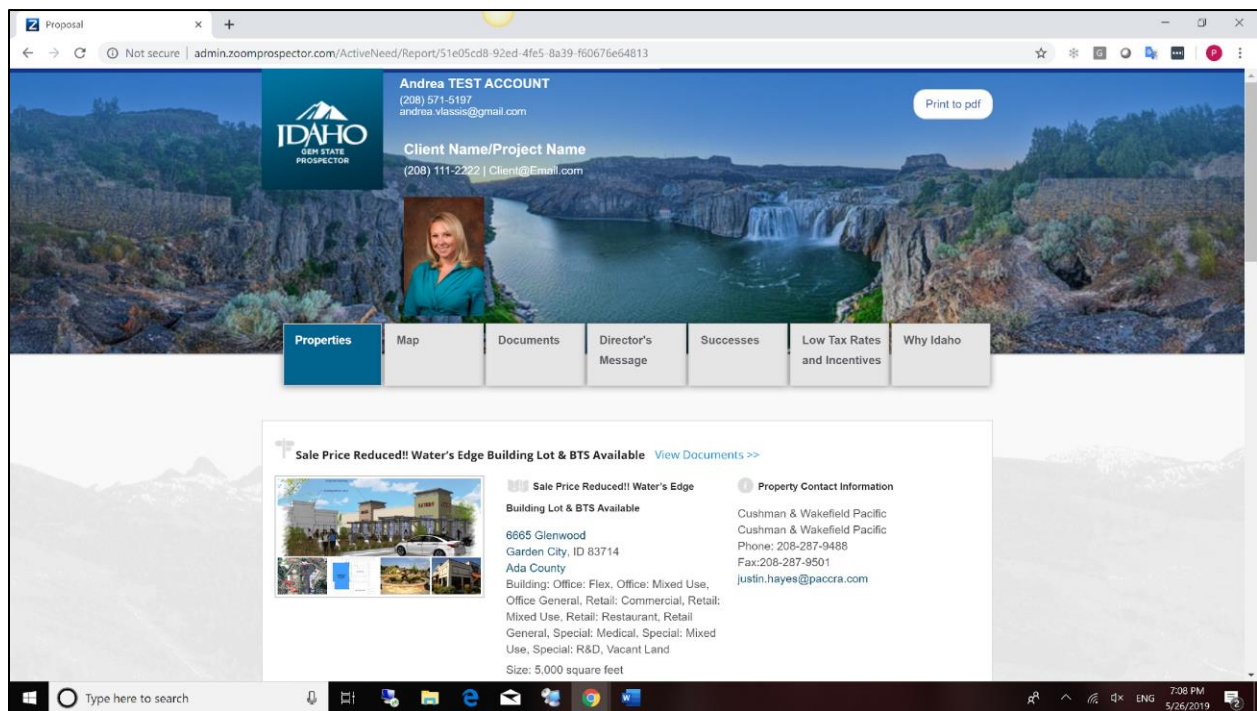


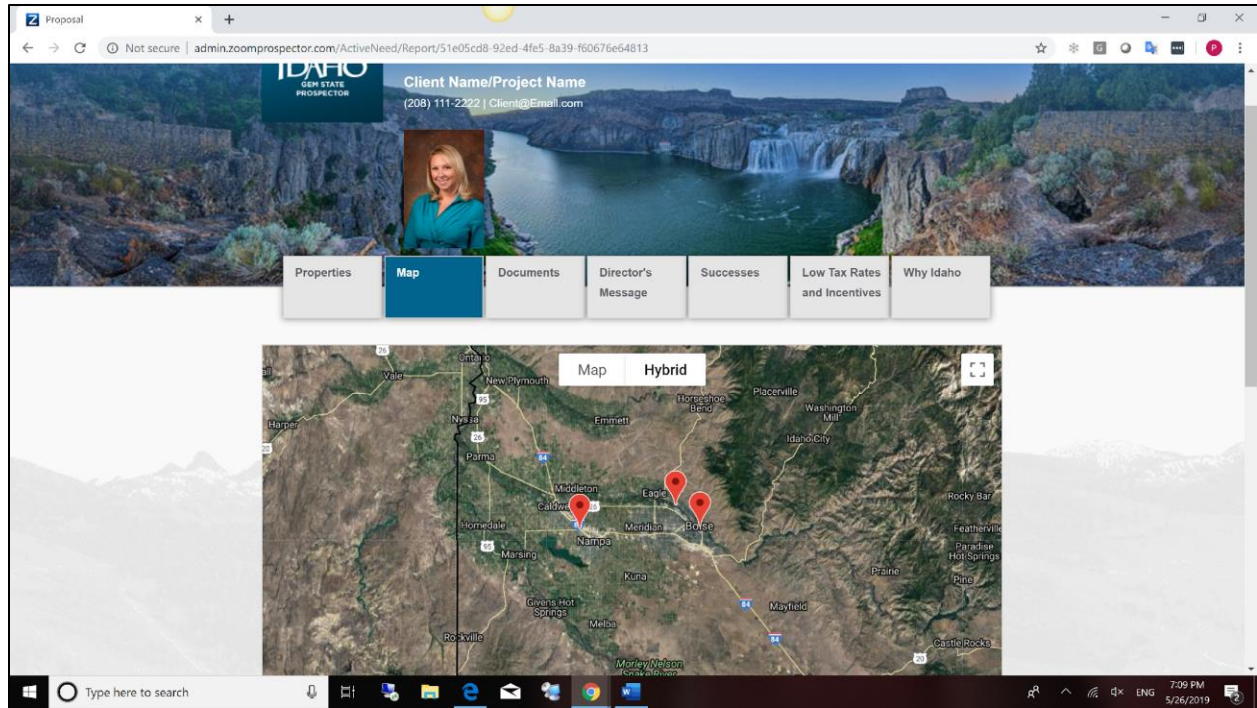
## Powerful Analytics

GIS Planning clients understand the value of knowing what type of properties prospects are searching on their website, what kinds of reports they are creating, and what search criteria they are using. ZoomProspector analytics provide all this information, along with the name, location, and industry of the companies using their online GIS data tools. All of that is available through our powerful analytics. This kind of actionable intelligence offers a strategic competitive advantage for economic development organizations seeking to compete in a crowded global marketplace.

## Proposal System

GIS Planning's ZoomProspector Enterprise is the GIS online data tool of choice for 27 statewide economic development organizations. The majority of US states choose GIS Planning to engage prospects online, as well as to respond to proposals from site selectors. Our easy-to-use drag and drop Proposal Generator makes it easier than ever to generate polished, professional proposals – no need to bother with static PDFs or Dropbox proposals. In addition, all proposals are mobile responsive and can be easily converted to a PDF for those who still prefer a PDF as an option.








## Intelligence Components


GIS Planning reports and tools can be embedded independently into your website as standalone data tools. Industries, demographics, and maps can be quickly and easily added to your website with our Interactive Intelligence Components. They are all interactive. Our suite of six Intelligence Components are included with all full edition ZoomProspector Enterprise packages and can be purchased separately as a group or a la carte. The six Intelligence Components include: Demographics, Smart Mapping, Business Data, Talent Pool, Community Profile Infographics, and Compare Communities.

## Mobile Admin

The GIS Planning system comes with a back-end to add properties, edit properties, add users, and create mobile-friendly proposals. Clients can easily make changes to a property, upload photos, or change a contact phone number while on the road with the mobile-friendly back-end.

7:38   

admin.zoomprospector.com

ZPE Admin 

## Avon Landing

Below are groupings of attributes you can modify for the current property. Expand a group by clicking on its name, and you will see the attributes inside of that group.

Availability

Building Details

☐ Spec (Shell) Building

☐ Stand Alone Building

☐ Divisible

Building SF

Future Expansion SF

Area of Ground Floor

 square

feet

Average Floor Area




 in sf


☐ Basement


Basement SF

 square

feet

7:39   

admin.zoomprospector.com 

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## Add a photo

### Avon Landing

upload a photo by choosing a file from your computer. it will be uploaded automatically once you select one, and then you can edit the description below once its finished uploading.

- Photo file names should end in either of the following: .jpg, .jpeg, .gif, .png
- Files should be smaller than 1MB for the best performance.
- Resolution of the file should be smaller than 2048x1536 (about 2 Megapixels)

### Photos




Take Photo or Video 

Photo Library 

Browse 

## Market Share

Most States and Economic Development organizations in the USA use GIS planning/ZoomProspector. We keep growing. More than 65 organizations joined us in 2018. Six months into 2019, we have already welcomed four more statewide economic development organizations. and along with 25 new regional, metro, county and community organizations. We've earned the trust of the economic development industry - every month, we sign more new clients on average than all of our competitors combined.

## **Innovation**

GIS Planning invented the first online GIS data tool for economic development in 1998, forever changing the practice of corporate site selection. We've spent the last 20 years as the market leader, having consistently defined best practices by leading innovation into our field. Our current version of ZoomProspector Enterprise was completely re-imagined and redesigned for today's competitive investment attraction marketplace. It was launched in January 2019 and is currently being used by more than 300 economic development organizations in seven countries. The Financial Times acquired GIS Planning in 2016 after thorough market research into the different products in the market and is investing heavily into R&D. We add new features for our customers every quarter and all improvements are usually available to clients at no additional cost. Our growing team of developers, client services, marketing and sales professionals has some of the highest retention rates in the industry. Many of us were once economic developers ourselves, so we understand better than anyone the needs of EDOs. We are proud of the innovation, consistency, and speed of our product and work hard to please every new customer we welcome to the GIS Planning family.