



intelligencehouse.ca

UNITED STATES & CANADA

Real Estate strategic and full service market intelligence from product definition to marketing and sales/leasing



An aerial night view of a city grid, showing a dense pattern of streets and buildings illuminated by city lights. The perspective is from a high angle, looking down on the city's layout.

The Intelligence Difference.

Intelligence House is an innovative, full service real estate consulting company that lets market intelligence steer the ship. With integrated research, marketing and sales/leasing teams, we provide our clients with professional guidance in all aspects of their real estate project.

Our biggest advantage is our unified business model. By combining research, marketing and sales/leasing, we're able to provide accurate and timely information about the market. This integrated strategy improves communication between divisions and allows us to incorporate crucial feedback into our campaigns that saves our clients valuable time and money.

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RESEARCH

INDUSTRY-LEADING RESEARCH & ANALYSIS

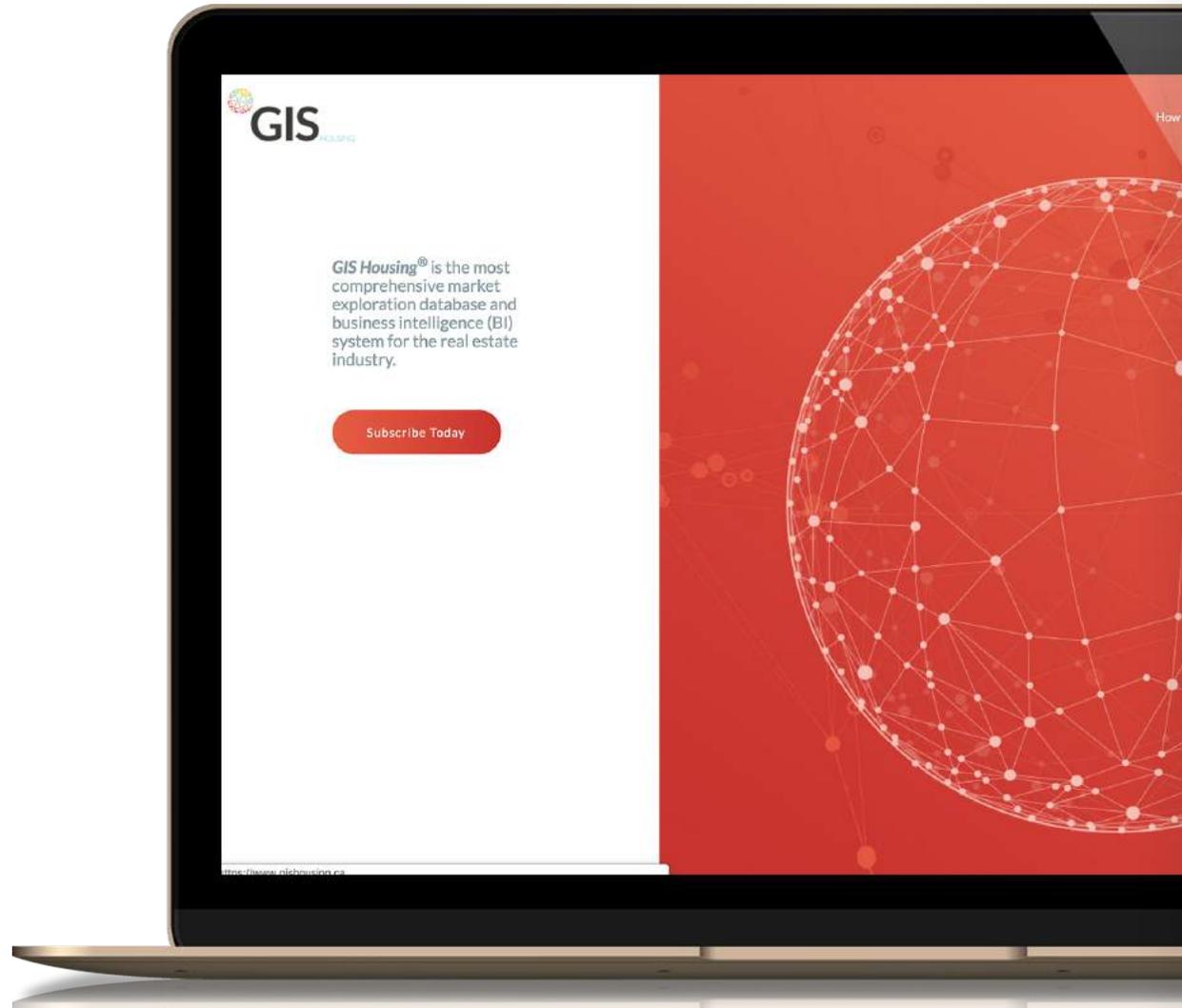
Intelligence House provides clients with leading-edge market research packaged with advisory services. Clients can expect to receive market insights to better understand their current position and where potential opportunities can be recognized. We specialize in unique statistical modelling where our systems combine specific algorithms to evaluate key indicators such as price elasticity, consumer purchasing power, product absorptions, sales forecasting, and supply/demand cycles.

Our clientele includes developers who want to determine a site's absorption potential, builders who need specific product and price recommendations, or investors who are looking to understand new markets. Not limited to any one scenario, our services are critical for real estate stakeholders and industry members to better enhance their understanding of market behaviour and mitigate risk.

Market research & analysis services:

- Product Definition
 - Economic Forecasting
 - Supply & Demand Structure
 - Market Share
 - Monthly Housing Activity
 - Competitive Sales Analysis
 - Consumer Behaviour
 - Portfolio Analysis
 - Custom Dashboards
 - Consulting
 - Land Acquisition Analysis
-

RESEARCH



THE MOST COMPREHENSIVE
MARKET EXPLORATION DATABASE
AND BUSINESS INTELLIGENCE
SYSTEM FOR THE RESIDENTIAL
REAL ESTATE INDUSTRY

[gishousing.ca](https://www.gishousing.ca)

An aerial photograph of a city grid, overlaid with a dark blue, semi-transparent filter. The grid lines and building footprints are visible, creating a complex pattern of lines and shapes. The overall tone is professional and data-oriented.

Our extensive research offers an in-depth analysis of current market trends and consumer behaviour, where information is used to better understand opportunities and risks within the market

MARKETING

TARGETED & STRATEGIC MARKETING CAMPAIGNS

Effective marketing is rooted in consumer behaviour. By knowing who is buying what, when and where, we craft your strategy and hone your message to maximize sales traffic and leads. This makes efficient use of budgets and saves time as potential consumers are more qualified and genuinely interested in your product.

Whether you are looking for a complete overhaul of your brand or complementary design applications, our experienced creative team will design and execute a strategic and innovative campaign to elevate your project.

What we offer:

- Branding
 - Sales Centre Design
 - Websites
 - Online Marketing
 - Traditional Marketing
 - Social Media
 - Broadcast
 - Public Relations
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An aerial night view of a city, showing a dense grid of streets and buildings illuminated with blue and yellow lights. The perspective is from a high angle, looking down on the city's layout.

Our targeted campaigns are backed by industry-leading research, which generate better and higher quality traffic, and ultimately more sales/leases

SALES / LEASING

PROFESSIONAL SALES/LEASING

Our growing team of passionate real estate professionals are experts in their respective industry, specializing in residential sales/leasing. Our sales/leasing team has the distinct advantage of being backed by strategic research and marketing that results in more qualified leads. Currently, our sales team manages over \$500M in residential sales/leasing projects.

One of our company's competitive advantages is our use of innovative systems that monitors, tracks and assesses all online, phone and walk-in sales traffic. This program ensures all prospective customers receive timely and relevant follow-up communication.

Sales/Leasing services:

- Residential & Commercial Sales
 - Multi-Family & Single-Family
 - Purpose-Built Rental Leasing
 - E-Lead Management
 - Over \$500M in New Inventory
 - Sales Mapping
 - Sales & Leasing Management/Consulting
-

PAST SALES/LEASING PROJECTS

RENTALS



Tache Residences

1 Goodman Drive
St. Albert, AB
48 Units

RENTALS



Crystallina Apt

17908 78th Street
Edmonton, AB
184 Units

CONDOS



Oliver Parc

102 Avenue & 115 Street
Edmonton, AB
19 Units

RENTALS



Terra Townhomes

69 Gateway Drive NE
Airdrie, AB
3 Phases | 168 Units

RENTALS



The Mayfair on Jasper

10823 Jasper Avenue
Edmonton, AB
237 Units

TOWNHOMES



Clio

8530 94 Street
Fort Saskatchewan, AB
Phase 1 | 29 Units

CONDOS



Atria

2803 James Mowatt Trail
Edmonton, AB
105 Units

CONDOS



Essence

1031 173 Street
Edmonton, AB
Phase 1 | 79 Units

CONDOS



Parc at Edgemont

14127 23 Avenue
Edmonton, AB
87 Units

RENTALS



The McIntyre

10125 - 84 Avenue
Edmonton, AB
36 Units

CURRENT SALES/LEASING PROJECTS

TOWNHOMES



Clio

8530 94 Street
Fort Saskatchewan, AB
Phase 2 | 10 Units

TOWNHOMES



Muse

2803 James Mowatt Trail
Edmonton, AB
3 Phases | 132 Units

TOWNHOMES



Topaz

903 Crystallina Nera Way
Edmonton, AB
7 Phases | 127 Units

TOWNHOMES



Southern Springs

655 Watt Boulevard
Edmonton, AB
4 Phases | 66 Units

CONDOS



126 On The Park

126 Delaware Avenue
Jersey City, NJ
2 Phases | 70 Units

CONDOS



Grandin Parc

5 St. Louis Street
St. Albert, AB
91 Units

CONDOS



Lux

1316 Windermere Way
Edmonton, AB
1 Phase | 92 Units

HOMES



Hawks Ridge

Winterburn Road
Edmonton, AB
Walk-Out Estate | 10 Units

RENTALS



Raymond Block

8155 105 Street
Edmonton, AB
95 Units

HOMES



Edgemont Ravines

Anthony Henday Drive & AB-216
& Lessard Road NW
Edmonton, AB
Single Family | 25 Units

CONDOS



The Quay

7021 South Terwillegar Drive
Edmonton, AB
1 Phase | 87 Units

TOWNHOMES



Brighton

4835 Wright Drive
Edmonton, AB
1 Phase | 48 Units

UPCOMING PROJECTS

CONDOS



1932 by Bateman

99 Street & 89 Avenue
Edmonton, AB
220 Units

HOMES



Edgemont Place

Lessard Road & 202 Street
Edmonton, AB
Single Family | 15 Units

TOWNHOMES



Keswick Landing

South of Ellerslie Road
- West of 170th Street
Edmonton, AB
34 Units

HOMES



Orchards Landing

3132 Parsons Road
Edmonton, AB
Townhomes | 56 Units

RENTALS



Station Point

403 Belvedere Gate
Edmonton, AB
112 Units

TOWNHOMES



Skylark 57

408 42 Avenue
Edmonton, AB
Townhomes | 57 Units

RENTALS



Trax

10054 79 Avenue
Edmonton, AB
100 Units

RENTALS



Augustana

9901 107 Street
Edmonton, AB
240 Units

HOMES



Maple Crest

4408 6 Street
Edmonton, AB
Duplexes | 12 Units

CONDOS



New Jersey

Jersey City, NJ
40 Units

HOMES



Rosenthal

8236 217 Street
Edmonton, AB
Single Family | 30 Units

RENTALS



Lakeview

8301 99 Street
St. Albert, AB
150 Units

HOMES



Qualico Edgemont

West Edmonton
Edmonton, AB
Single Family | 26 Units

RENTALS



Gill Estates

480 Crystallina Nera
Edmonton, AB
220 Units

CLIENTS

These clients have trusted us:

PROFESSIONAL CLIENTELE

Intelligence House provides strategic real estate market intelligence to some of the largest companies and organizations in the industry.

Our understanding of the real estate market is extensive and our integrated business model provides full-scope market research, targeted marketing campaigns and effective sales and leasing services.

Abbey Lane Homes	Dolce Vita Homes	McKinley Beach
Akash Homes	DREAM Development	McKinsey & Company
Alair Homes	Eddie Perez	Melcor Developments
Allard	Edgar Developments	Midwest Property Management
Alldritt Land Corporation	Edmonton Galleria Foundation	Minett Capital
AMACON	Edmonton Ice District	MLC
Amrik Developments	Excel Homes	Morrison Homes
Anthem Properties	Footprint Developments	O4A (Office for Architecture)
Anthem-United	Genstar	ONE Properties
Banister Research	Gill Built Homes	Pagnotta
Bateman Properties	Highstreet Ventures	Pangman Development Corporation
BCM	Hopewell Residential	ParioPlan
Beaverbrook	Hungerford Properties	Park Homes
Beck Developments	In-House	Procura
Beljan Development	JAYA Homes	Qualico
Bentall Kennedy	JEMM Developments	QuantumPlace Developments Ltd.
BILD AB	Kanvi Homes	RISE Real Estate Inc.
Blanket Group of Companies	Katz Group	RNDSQR Developments (RoundSquare)
Brookfield Residential	Kimberley Homes	Rohit Group of Companies
Cameron Development	Kingswood Asset Management	Schmitt Capital
Canada ICI	KV Capital	Sherrick Management
Casia Developments	Landmark Group of Builders	Spray Group
CBRE Group	Landrex	Strategic Group
City of Calgary	Landstar	Streamliner
City of Edmonton	Le Quartier Condos	Town of Devon
City of Spruce Grove	Lincolnberg Master Builder	Urbis Developments
Cove Properties	LUX Condos	Westcorp
Coventry Homes	Mattamy Homes	WestOak Development
Daytona Group of Builders	Mayfield Management Group	Wexford Developments
Delcon	MCAP	Woodbourne Canada Management

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Intelligence House Advantage



UNITED STATES



CANADA

Our in-depth knowledge of the real estate market, including the economic and political factors that influence its growth, is one of our key differentiators. We're always watching, listening and forecasting how real estate markets may or may not be affected by key decisions at the municipal, provincial, national or international level. By combining this knowledge with accurate real estate data collection and analysis, it allows us to form an educated forecast that ultimately helps our clients be successful.