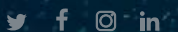




intelligencehouse.ca

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 network 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.

✉ info@intelligencehouse.ca

RESEARCH

INDUSTRY-LEADING RESEARCH & ANALYSIS

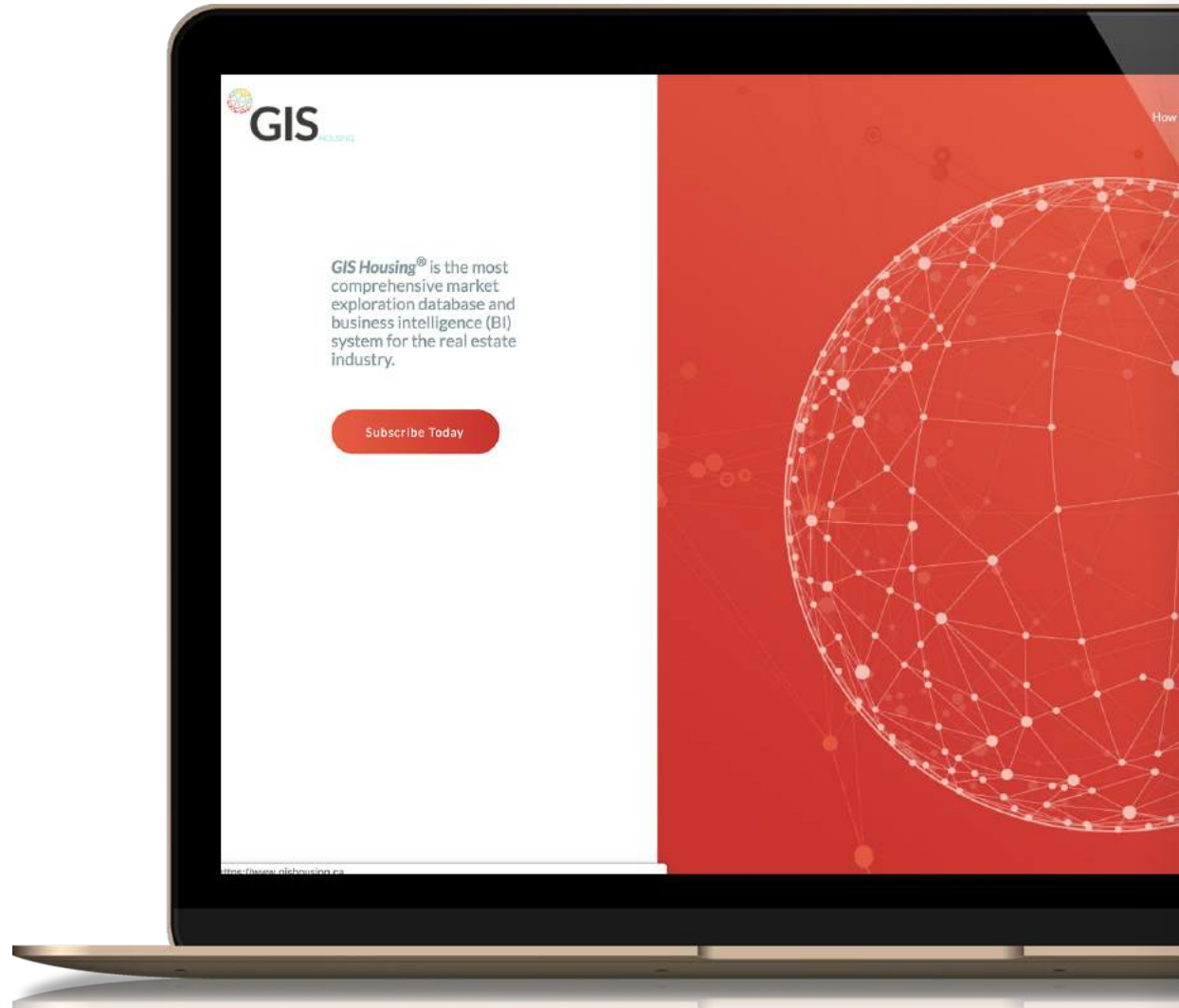
Intelligence House provides clients with leading-edge market research packaged with advisory services. Clients can expect to receive market insights to better understand their current position and where potential opportunities can be recognized. We specialize in unique statistical modelling where our 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, likely New York City, with a dark blue overlay. The text is centered in the lower half of the image.

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
-



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.

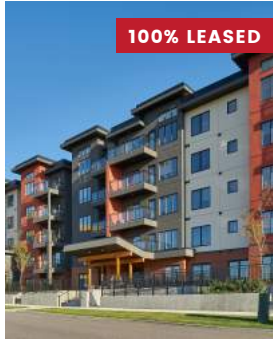
One of our company's competitive advantages is our use of innovative systems that monitors, tracks and assesses all online, phone and walk-in sales traffic. This program ensures all prospective customers receive timely and relevant follow-up communication.

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

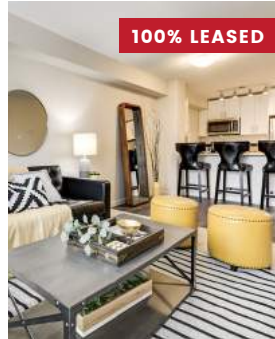
RENTALS



Tache Residences

1 Goodman Drive
St. Albert, AB
48 Units

RENTALS



Crystallina Apt

17908 78th Street
Edmonton, AB
184 Units

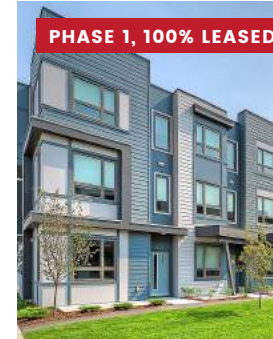
CONDOS



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

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

TOWNHOMES



Brighton

4835 Wright Drive
Edmonton, AB
1 Phase | 48 Units

RENTALS



The McIntyre

10125 - 84 Avenue
Edmonton, AB
36 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

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

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

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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.