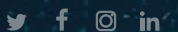




intelligencehouse.ca

UNITED STATES & CANADA

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





# 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](mailto:info@intelligencehouse.ca)

## RESEARCH

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### 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.

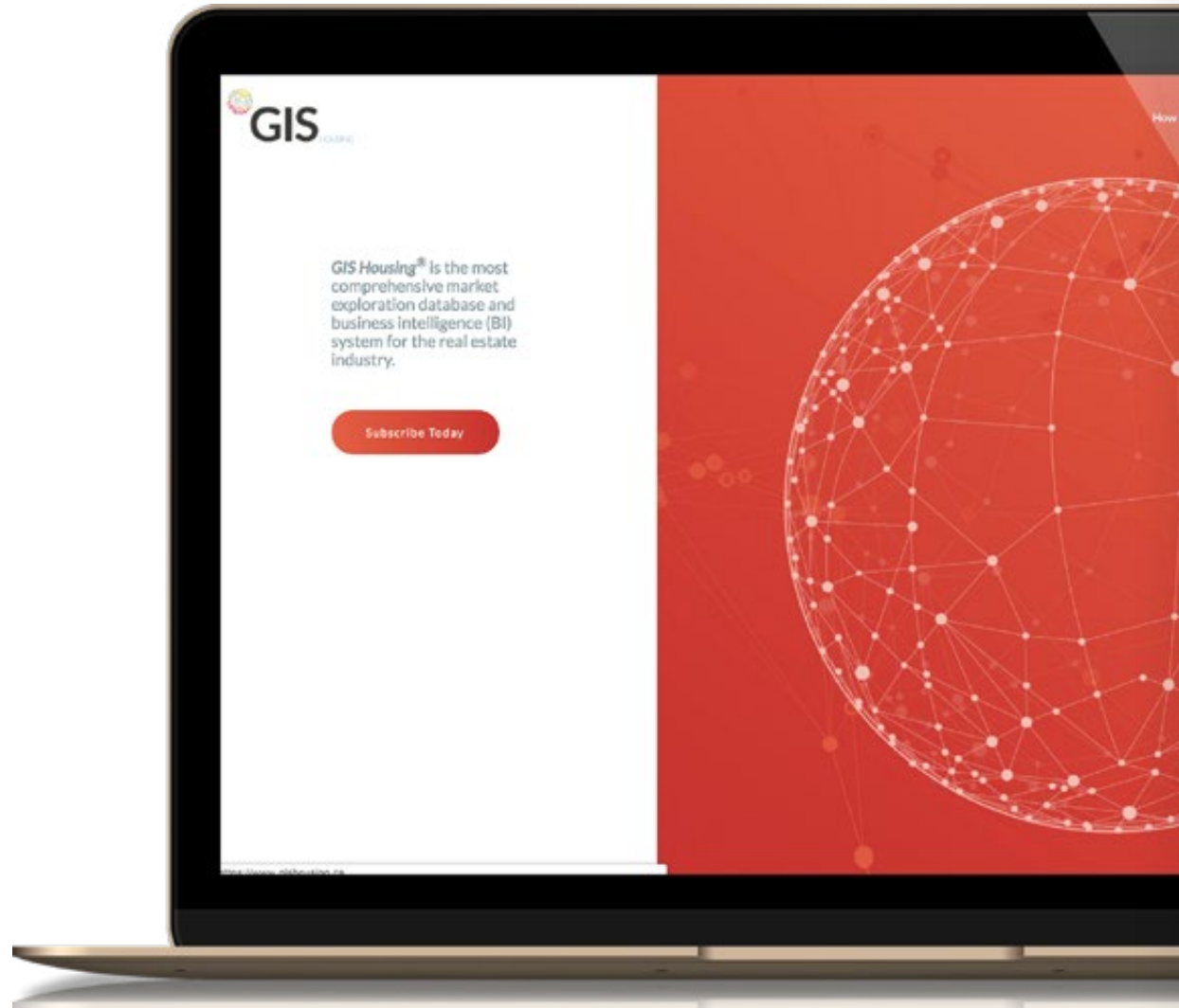
Our clientele includes developers who want to determine a site's absorption potential, builders who need specific product and price recommendations, or investors who are looking to understand new markets. Not limited to any one scenario, our services are critical for real estate stakeholders and industry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

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**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 semi-transparent 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

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## 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
-

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

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### 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:

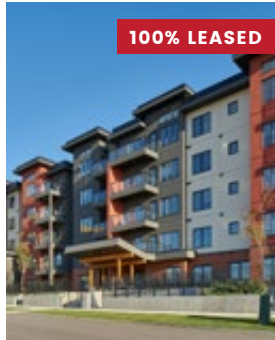
- Residential & Commercial Sales
  - Multi-Family & Single-Family
  - Purpose-Built Rental Leasing
  - E-Lead Management
  - Over \$500M in New Inventory
  - Sales Mapping
  - Sales & Leasing Management/Consulting
-



# PAST SALES/LEASING PROJECTS

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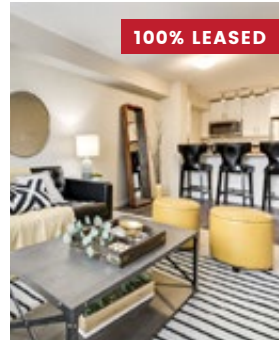
## RENTALS



### Tache Residences

1 Goodman Drive  
St. Albert, AB  
48 Units

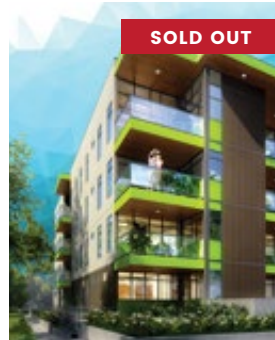
## RENTALS



### Crystallina Apt

17908 78th Street  
Edmonton, AB  
184 Units

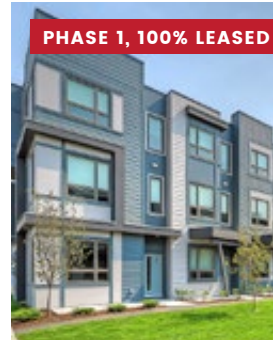
## CONDOS



### Oliver Parc

102 Avenue & 115 Street  
Edmonton, AB  
19 Units

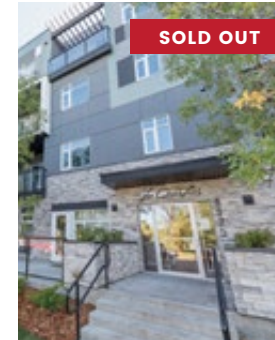
## RENTALS



### Terra Townhomes

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

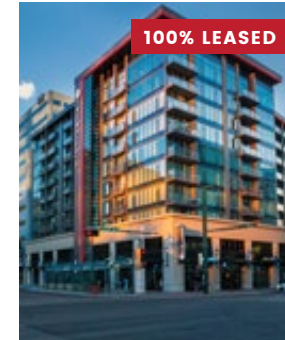
## CONDOS



### Le Quartier

8627 Rue Marie-Anne Gaboury  
Edmonton, AB  
43 Units

## RENTALS



### The Mayfair on Jasper

10823 Jasper Avenue  
Edmonton, AB  
237 Units

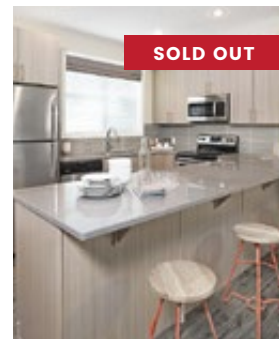
## TOWNHOMES



### Clio

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

## CONDOS



### Atria

2803 James Mowatt Trail  
Edmonton, AB  
105 Units

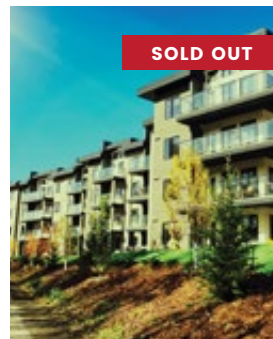
## CONDOS



### 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

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## 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

# CURRENT SALES/LEASING PROJECTS

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## CONDOS



### The Quay

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

## TOWNHOMES



### Brighton

4835 Wright Drive  
Edmonton, AB  
1 Phase | 48 Units

## RENTALS



### Gill Estates

480 Crystallina Nera Drive  
Edmonton, AB  
99 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 Pointe

403 Belvedere Gate  
Edmonton, AB  
112 Units

## RENTALS



### Augustana

9901 107 Street  
Edmonton, AB  
240 Units

## TOWNHOMES



### Skylark 57

408 42 Avenue  
Edmonton, AB  
Townhomes | 57 Units

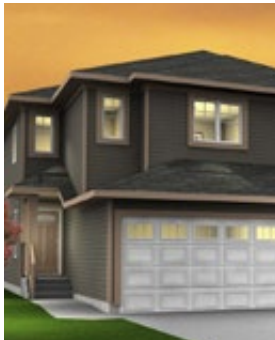
## RENTALS



### Trax

10054 79 Avenue  
Edmonton, AB  
100 Units

## HOMES



### Maple Crest

4408 6 Street  
Edmonton, AB  
Duplexes | 12 Units

## CONDOS



### New Jersey

Jersey City, NJ  
40 Units

# UPCOMING PROJECTS

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**H O M E S**



## Rosenthal

8236 217 Street  
Edmonton, AB  
Single Family | 30 Units

**R E N T A L S**



## Lakeview

8301 99 Street  
St. Albert, AB  
150 Units

**H O M E S**



## Qualico Edgemont

West Edmonton  
Edmonton, AB  
Single Family | 26 Units

**R E N T A L S**



## 100 House

10621 100 Avenue  
Edmonton, AB  
78 Units

## CLIENTS

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### 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           | DREAM Development            | McKinsey & Company                |
| Akash Homes                | Eddie Perez                  | Melcor Developments               |
| Alair Homes                | Edgar Developments           | Midwest Property Management       |
| Allard                     | Edmonton Galleria Foundation | Minett Capital                    |
| Alldritt Land Corporation  | Edmonton Ice District        | MLC                               |
| AMACON                     | Excel Homes                  | Morrison Homes                    |
| Amrik Developments         | Footprint Developments       | O4A (Office for Architecture)     |
| Anthem Properties          | Genstar                      | ONE Properties                    |
| Anthem-United              | Gill Built Homes             | 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            | K and M Group                | RISE Real Estate Inc.             |
| BILD AB                    | Kanvi Homes                  | RNDSQR Developments (RoundSquare) |
| Blanket Group of Companies | Katz Group                   | Rohit Group of Companies          |
| Brookfield Residential     | Kimberley Homes              | Schmitt Capital                   |
| Cameron Development        | Kingswood Asset Management   | Sherrick Management               |
| Canada ICI                 | KV Capital                   | Spray Group                       |
| Casia Developments         | Landmark Group of Builders   | Starlight Investments Ltd.        |
| CBRE Group                 | Landrex                      | Strategic Group                   |
| City of Calgary            | Landstar                     | Streamliner                       |
| City of Edmonton           | Le Quartier Condos           | Stromiga Inc.                     |
| City of Spruce Grove       | Lincolnberg Master Builder   | Town of Devon                     |
| Cove Properties            | LUX Condos                   | Urbis Developments                |
| Coventry Homes             | Mattamy Homes                | Westcorp                          |
| Daytona Group of Builders  | Mayfield Management Group    | WestOak Development               |
| Delcon                     | MCAP                         | Wexford Developments              |
| Dolce Vita Homes           | McKinley Beach               | Woodbourne Canada Management      |
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intelligencehouse.ca



# 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.