

Theseis uses GEOCONCEPT solutions for conducting geo-marketing studies

Today, Theseis is a company with 90 employees that serves asset management professionals. To do this, we have a platform on which we offer these professionals prospects, products and services. Our aim is to facilitate their day-to-day business by simplifying prospecting, namely via the prospects, the selection of the products they will be able to offer their customers, be they real-estate products or personal property products, investment products and also by providing them with a whole range of services such as training, professional training, bank brokerage services, because we also partner with financial groups, legal assistance, etc... and various tools which will make it easier for them to carry on their business. All of this is provided to them on a fully dedicated platform.

The Laboratoire de l'Immobilier (Property Laboratory) is Theseis's in-house analysis unit, which is involved in the property commitment committee when deciding on real-estate transaction, and which also provides services for developers, communication agencies, crowd funding platforms, to help it decide on deals, to validate the relevance of the upstream real-estate transactions.

Why geo-marketing? It's very simple. When we decide on property deals, we need to analyse the environment based on tangible facts, especially statistics, for the entire country. So a geographical information system solution very quickly became necessary in order to have this systematic, analytical approach for the whole of France. GEOCONCEPT therefore enables us above all to validate the locations of the deals we are being offered. We do this by conducting a very wide range of analyses. For example, we will analyse commuter flows, travel between home and the workplace to know if we are dealing more with a residential neighbourhood or conversely a neighbourhood that will provide a large pool of jobs. We are working with the IRIS database to segment the different districts according to their attractiveness, as a function of their socio-economic make up. We are also doing quite a bit of competitor monitoring. So the tool enables us to add a reference to the various real estate players' offerings and enables us to see if the deal we are being offered is at the correct price or not. Nowadays, we are able to analyse the mix of each deal in terms of price, location and also in terms of market depth, because we are also working on products intended for rental investment. So the depth of the rental market is an essential item of information to validate.

We use Geoconcept first and foremost in our property commitment committees, which are meetings held weekly where we make decisions on the deals we are being offered. We use Geoconcept data for this. Together with its analytical capabilities, this subsequently enables us to validate our decisions, to minimise risk both for the end customer and for our commercial partner.

We also use the tool to conduct marketing studies that we provide to our commercial partners because each time we benchmark an operation we reproduce the information and imports that caused us to add a reference to this transaction. So it's done in a completely transparent way. What was used upstream in selecting the deals is recreated downstream and handed to our commercial partners, and ultimately to the end customer.

So why Geoconcept ? Being neither a geomatics nor information technology specialist, one of the obvious priorities as a user was simplicity and ergonomics, with an additional differentiator being the analysis component, namely the Sales & Marketing module, which really delivered on our analysis and scenario generation requirements, and which enables us to reproduce the analyses for specific territories so that our approach is reliable and systematic irrespective of the deal or territory.

Nowadays, geo-marketing enables us to process very large volumes of information and in particular to organise and recentre this information at a geographical level. Because the key item in our analysis is the address, meaning that we are now able to re-centre points of interest around and address, re-centre INSEE data, re-centre competitor monitoring and the rest of it while having an overall holistic view on one and the same tool.

We want to offer this expertise Geoconcept has enabled us to develop to outside customers. This is already the case because we have developer customers, communication agencies, crowd funding platforms approaching us for location studies or feasibility studies, and what we want to do in future is increase these partnerships so that we can expand our expertise beyond the confines of Theseis.

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