
COMMERCIAL
MARKETVIEWER
Powered by Texas REALTORS®



# What is Commercial MarketViewer?

Commercial MarketViewer is a commercial real estate data and analytics platform provided to members by the Texas REALTORS®. It allows commercial real estate professionals to access market data, research trends, and analyze property sectors to support client conversations and investment decisions.




## How does Commercial MarketViewer work?

Commercial MarketViewer aggregates data from Moody's Analytics and presents it in an easy to use dashboard designed specifically for commercial real estate professionals.

## What is Moody's Analytics?

Moody's Analytics collects and analyzes large amounts of financial and economic data and turns it into forecasts, reports, and analytical tools. It is one of the largest providers of commercial real estate market data in the United States.



## Typical Cost of Commercial Real Estate Data Platforms

- Most professional commercial real estate data platforms charge **monthly or annual subscriptions**.

**Moody's Analytics (similar data to MarketViewer)**

- Broker level platforms start around **$500 per month** or more depending on the data package.
- That equals **about $6,000+ per year** for a single user.




**Key features:**

- Market statistics for office, industrial, retail, and multifamily sectors
- Vacancy rates, rent trends, absorption, and construction pipeline data
- Market forecasts and historical performance data
- Tools to compare cities, submarkets, and time periods
- Exportable charts and graphs for client presentations

# Example – Warehouse Vacancy Direction

Market A – Dallas

- Vacancy: 11.7%
- Change: -10 BPS (BPS stands for Basis Points. A way to describe small percentage changes without using decimals.)

Market B – Houston

- Vacancy: 9.9%
- Change: +80 BPS

**Which market should you invest in?**

# Example – Warehouse Vacancy Direction

**What's happening?**

Dallas:
- Vacancy is higher today
- But it's improving (moving down)

Houston:
- Vacancy is lower today
- But it's getting worse (moving up quickly)

- +80 BPS = vacancy jumped 0.80%
  That's a noticeable shift in one period.

**What's the better "Deal"?**

Even though Houston looks stronger at first glance, Dallas shows improving fundamentals. Trends say to invest in a market moving in the right direction.

# Why This Matters

- MarketViewer strengthens listing presentations.
- Supports investor conversations with real data.
- Positions you as a market expert.
- Available 24/7 inside your dashboard.