Location Quality Scoring

Market Question

How competitive is the location within the market?

CoStar Advisory Services applies geospatial analysis to gauge the attractiveness of every existing and developable project site in the country, independent of current use or building quality. We take the guesswork out of location.

1. CoStar Advisory Services analyzed Amazon’s last-mile network, and identified the determinants of its location strategy including factors such as demographics, density, households, income, and traffic.

2. Next, we applied geospatial analysis to gauge the attractiveness of every developable project site in the country, independent of current use or building quality.

3. Finally, we calculated a location quality score for every building, in every market.

4. Each building’s score is compared to all the other industrial buildings in the market, then assigned a percentile (best building in market = 100; worst building in market approaches zero).
“Last Mile” LQS Score is highly predictive of prices and cap rate

Granular scoring for every property, zip code and submarket in CoStar’s universe.
Retail Location Quality Scoring

The Retail Location Quality Score evaluates the strength of a retail center’s effective trade area. The score is a proxy for the estimated productivity, or sales per square foot, that a representative mix of retailers would achieve at that location. It is a useful measure for predicting vacancies, rents, pricing, tenant demand, and liquidity.

The Location Quality Score uses the following unique features:

- **Dynamic trade areas**, defined by the competitive retail landscape
- **Retail clusters**, assessing the benefits that accrue to vibrant retail nodes and dominant centers
- **Multiple retail sales sources**, estimating sales potential from residents, daytime workers, tourists, etc.
Visualize where sales inflows come from and how your center scores against competitors.

See if your location is amongst the most valuable for your tenants.