

# 4 Key Factors on How Online Mapping Helps to Transform the Outlook of Real Estate

*Real estate companies use Topo.ly online mapping to save information, create informed decisions, segment factors affecting the business, and risk analysis.*

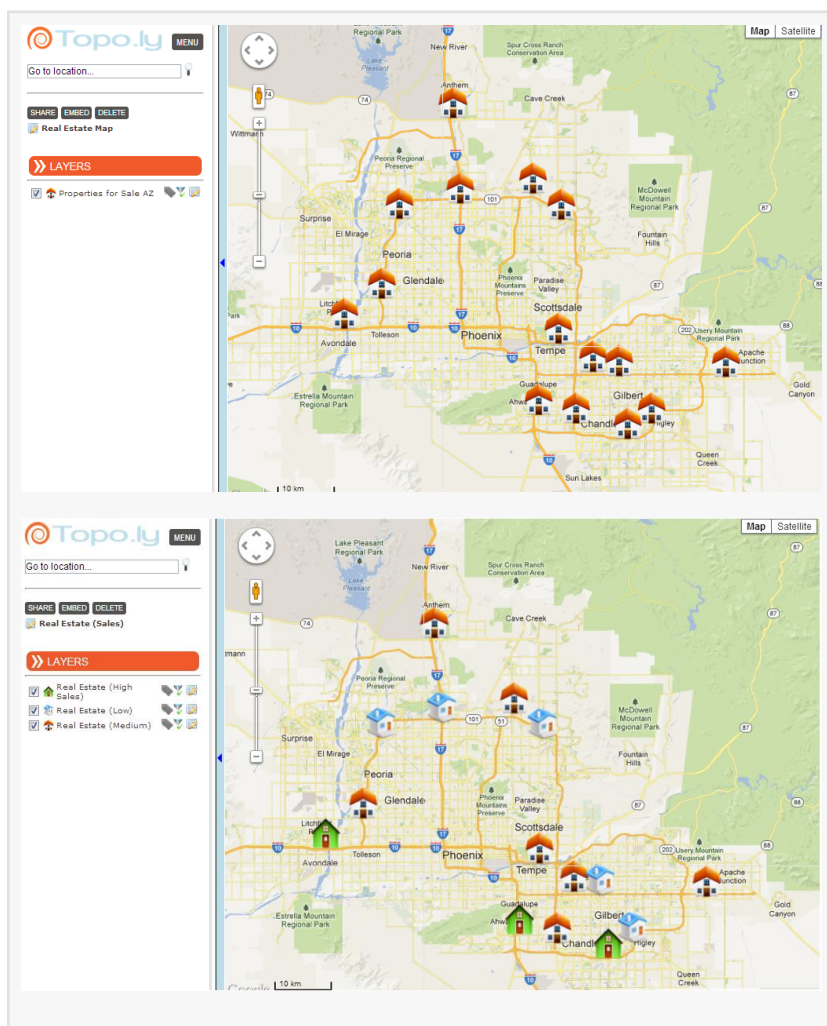
NAPERVILLE, ILLINOIS, UNITED STATES, November 27, 2013 /EINPresswire.com/ -- To gain competitive advantage, companies involved in [real estate business](#) use Topo.ly [online mapping](#). They consider it as an indispensable tool to understand new knowledge from Excel data. All across the real estate world, it has been used for different reasons among them are driving strategies to innovate and competing and creating value. Companies that [create a map](#) using Topo.ly found that its features are best used to determine the usage of their services by their clients and prospect buyers. Eventually, the systematic and simple use of Topo.ly leads to success of sales.

Topo.ly is creating new grounds of growth opportunities for real estate business.

Most companies consume large amounts of data about the geographical locations, and other factors affecting the properties like hospitals, gas stations, schools, markets, offices, and many more. To help the leaders of real estate companies understand their Excel data and implement appropriate strategies, they use different features of Topo.ly online mapping as they realize that visualizing their data prompts them to define data driven strategies that can be used as a platform for competing in real estate business environment.

Inez Steele from Realty Guild says about Topo.ly, “Topo.ly is the easiest, most affordable and most flexible mapping solution for my web site I could find. Within 30 minutes I had my map up and when I hit a snag, customer service was right there to help. Thanks Topo.ly for making what I thought would be a mega job into something so easy!”

Here are the 5 key factors why Topo.ly online mapping features are deemed highly important in real estate business:

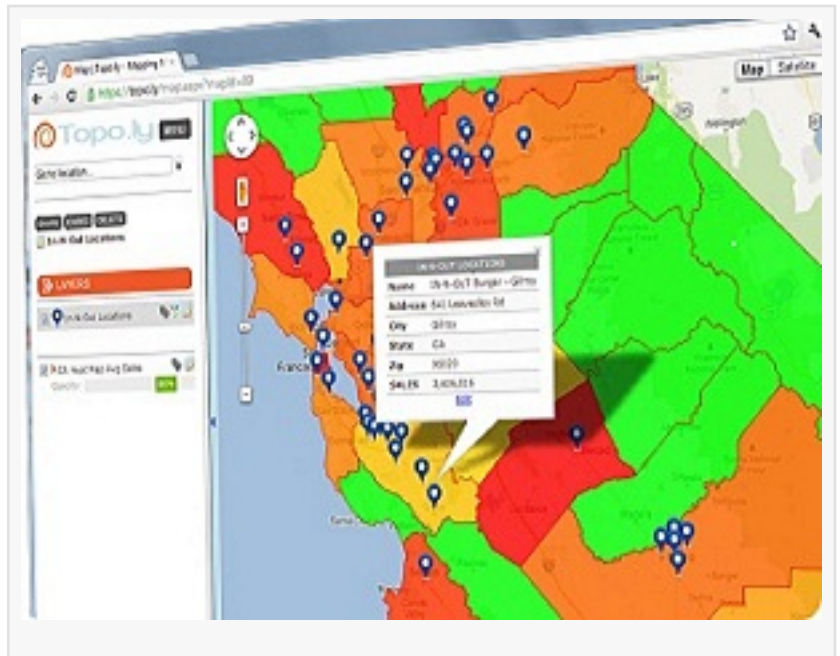


## Excel Data Gathering for Map-making:

Everyday real estate companies lose tons of information especially those that is not captured in Microsoft Excel spreadsheet. Excel data is more useful and can be easily accessed for integration and to create a map with Topo.ly in 3 minutes or less.

## Informed Decision-Making:

Many companies in real estate business are using the ability to collect and evaluate property information using Topo.ly. By using the online mapping features, they are able to conduct



analysis for improved management decisions. Creation and storage of Excel data in map format allows them to collect accurate data that can be used when making informed decisions.

## Segmentation:

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*Inez Steele, Realty Guild*

Topo.ly allows precise segmentation of data categories to help speed up analysis. Real estate companies can segment their customers needs by adding unlimited data sets. This feature is very practical in identifying different needs, opportunities and challenges including geographical location requirements by clients, demography, and many other factors.

## Risk Analysis:

Real estate companies can use the heatmap feature of Topo.ly to substantially improve decision-making, minimize risks, and extract valued insights that would otherwise remain hidden. Heatmapping can be done in only 5 minutes or less to give way to more rigid data analysis.

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