



Invest with precision.



# CENSAI OVERVIEW



## Momentum is building.

Today's top rental markets are positioned for growth. As the multifamily housing supply reaches its peak, rates become more affordable.

When opportunities emerge, investors need to know where to look. We offer the industry's most powerful tool for the challenge. ➡

## Any insight. Anywhere, USA.

CENSAI offers the most precise and timely population intelligence for creating smarter investment strategies.



1 Get insights into residential markets across the U.S.



2 Track the very latest population migration trends.



3 Use predictive analytics to pinpoint opportunities.

# Powered by our identity-verified database of 270 million U.S. adults.

And coalesced with wide-ranging datasets.



Third-party  
market data

Over 25 million moves  
tracked annually

Address histories from  
Q1 2018–Present



Geo-spatial  
data

Detailed  
demographic  
touchpoints

Purchase,  
lifestyle,  
and behavioral  
data



## The leading edge of location analytics.

Compare for yourself			Closest Competitor
Data granularity	<b>Building</b>	Zip code	Zip code
Population and migration projections	<b>Zip code</b>	Unavailable	State
Individual demographic touchpoints	<b>Numerous attributes</b>	Unavailable	Limited
Data refresh	<b>Quarterly</b>	Decennially	Annually
Look-alike markets	<b>Available</b>	Unavailable	Unavailable

# CAPTURE

Capture, track, and verify mover data across the U.S.

# MATCH

Match individual movers 18+ to our consumer database of over 270 million U.S. adults.

## OUR PROCESS

**Why our data is the most precise.**

# ANALYZE

Analyze inflows, outflows, net migration, and historical changes in population.

# DELIVER

Deliver market projections and detailed demographics at the state and local level.



## ✓ Custom reporting on select data.

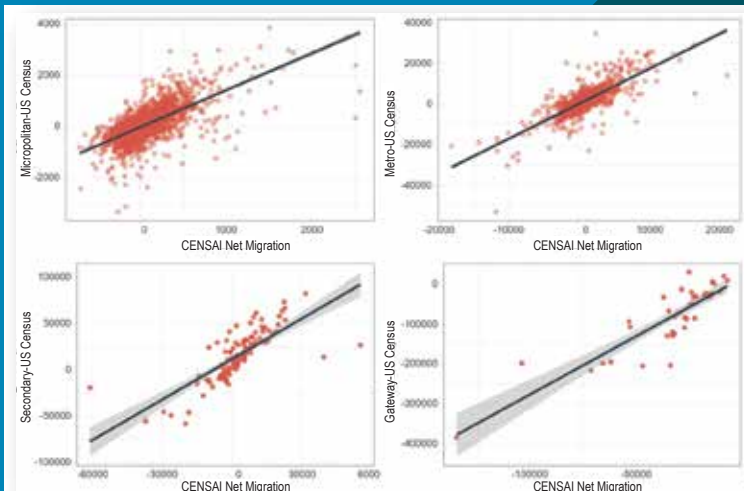
Access row-level insights from the industry's largest population database.

- Draw boundaries to capture data from specific regions and neighborhoods.
- Combine multiple predefined geographies from different states into the same report.
- Filter data by age, income, education, households with children, and renters vs. homeowners.

## ✓ Updated and delivered. Every quarter.

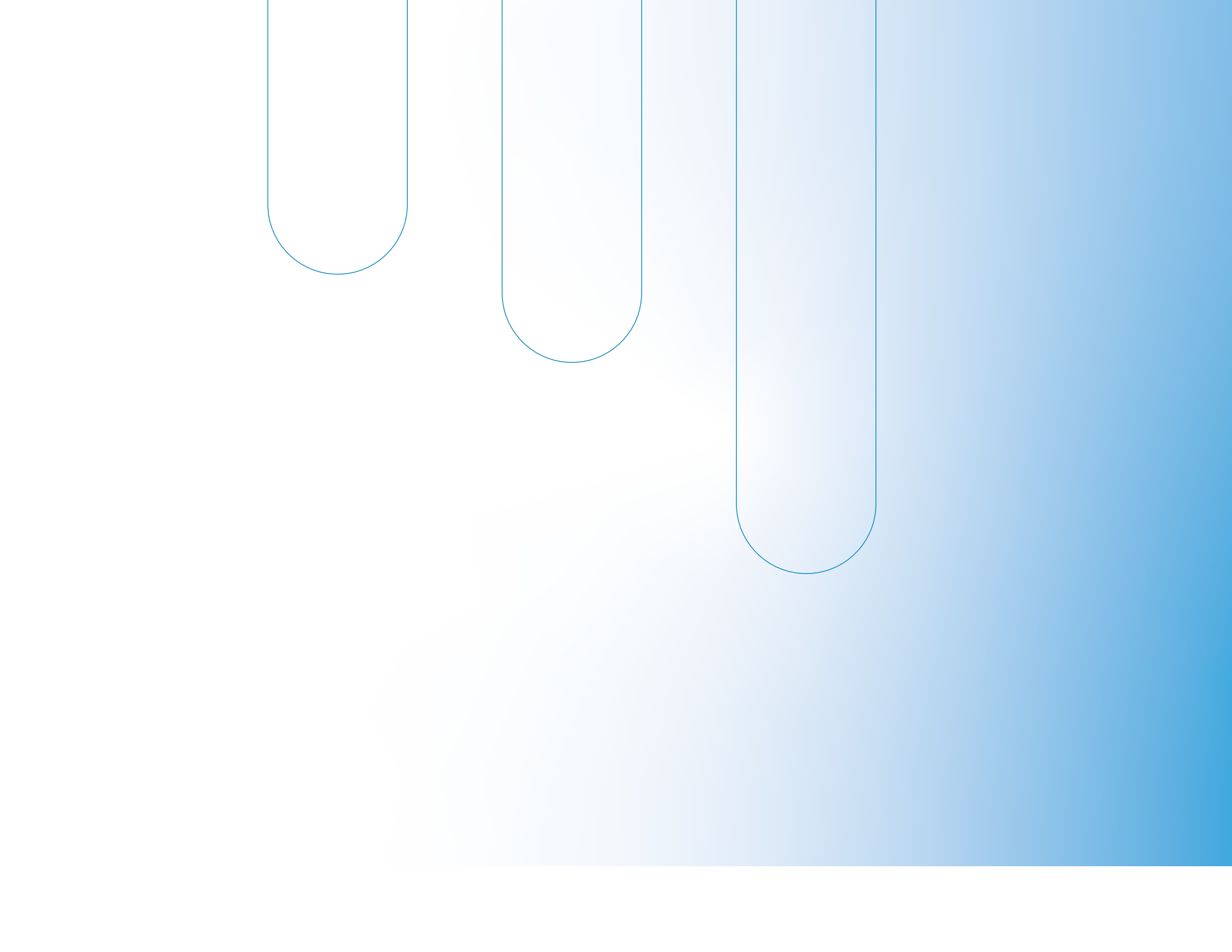
Featuring quarterly refreshes, CENSAI data provides the most accurate population patterns for current snapshots and future projections. Customers can choose their preferred format.

- Demographic subsets
- Automated reports
- Dashboards



## Our data tracks with Census.

Looking at raw population changes year over year (YOY), CENSAI data shows a strong relationship to Census migration estimates.



# CENSAI PRODUCTS

## Discover the **CENSAI Platform.**

Featuring advanced  
machine-learning and  
algorithmic models.



# PROJECTIONS

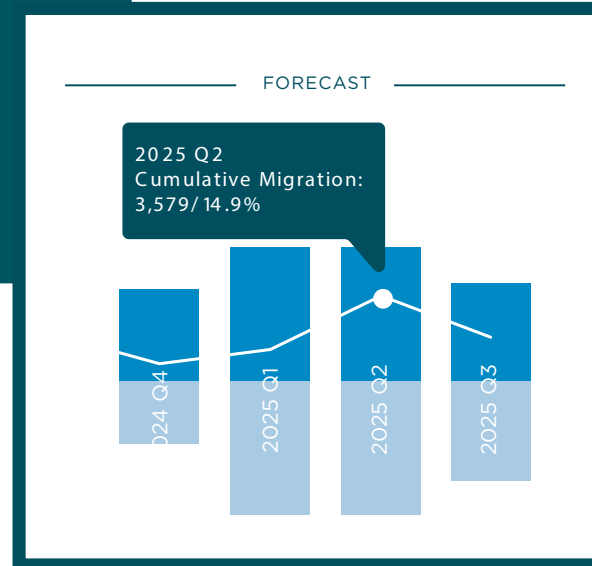
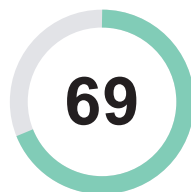
## 🌟 Projections

Get population migration insights four quarters into the future.

- Over 25 million moves tracked every year
- Predictions for inflows, outflows, and net migration
- Insights across 34,000 zip codes, 3,100 counties, and 900 CBSAs

PLATFORM

Investability  
Top 7%

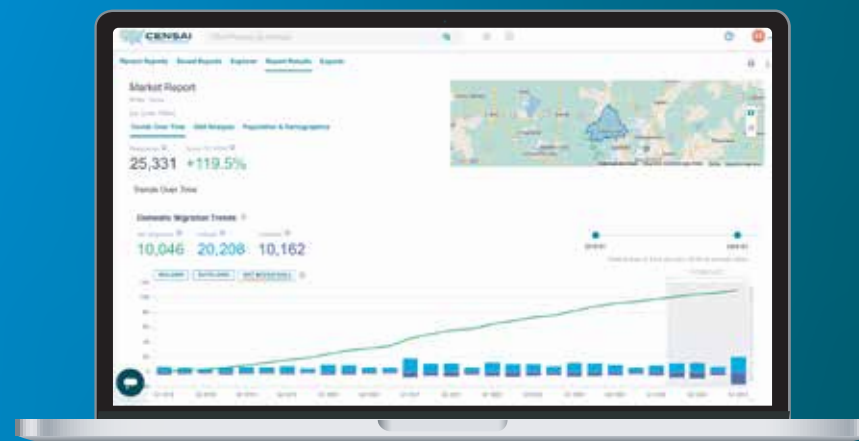


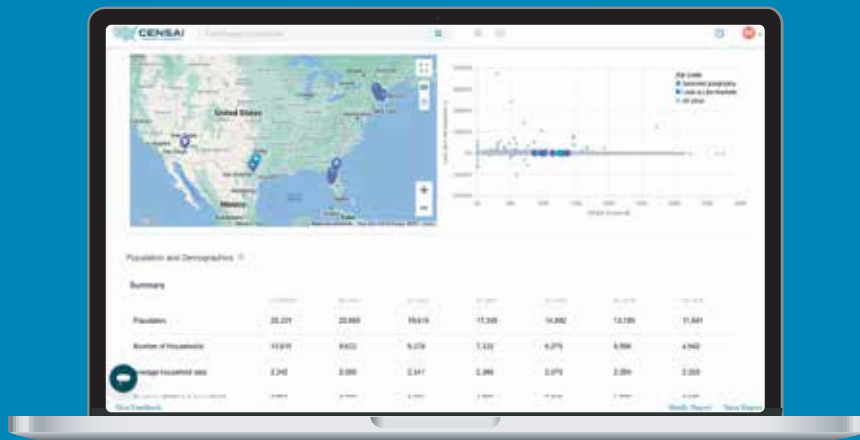
## 🌟 Investability

Is your target market hot or cold? CENSAI shows you investability scores based on valuable insights.

- Population and income growth
- Housing demand
- Crime rate
- Dynamic scoring across all U.S. zip codes

# INVESTABILITY

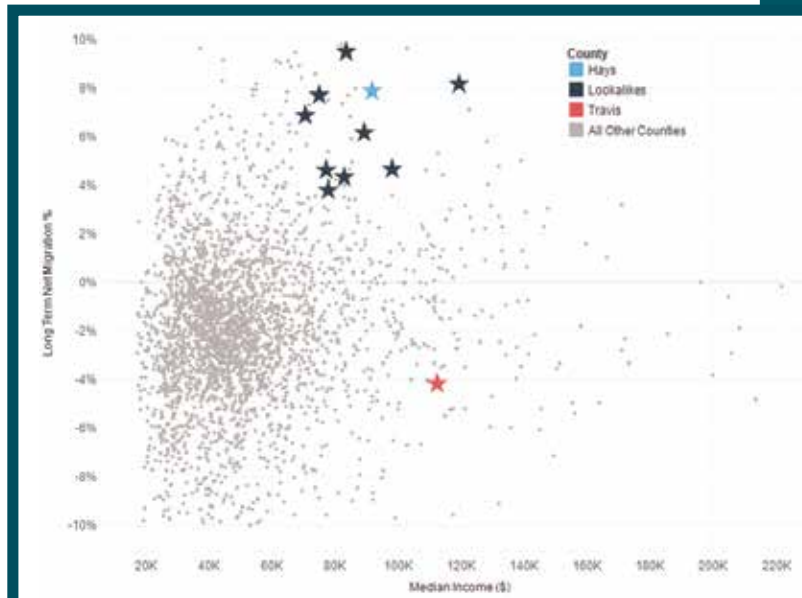




## Look-Alikes

When you view a market report, CENSAI generates a list of look-alikes, or markets that share similar migration trends and demographic details. Save time and guesswork by letting CENSAI find multiple high-quality real estate opportunities for investment portfolios.

- Explore look-alike CBSAs, counties, and zip codes.
- Narrow your look-alike search to a specific distance or state.
- Analyze markets side by side using the market comparison report.



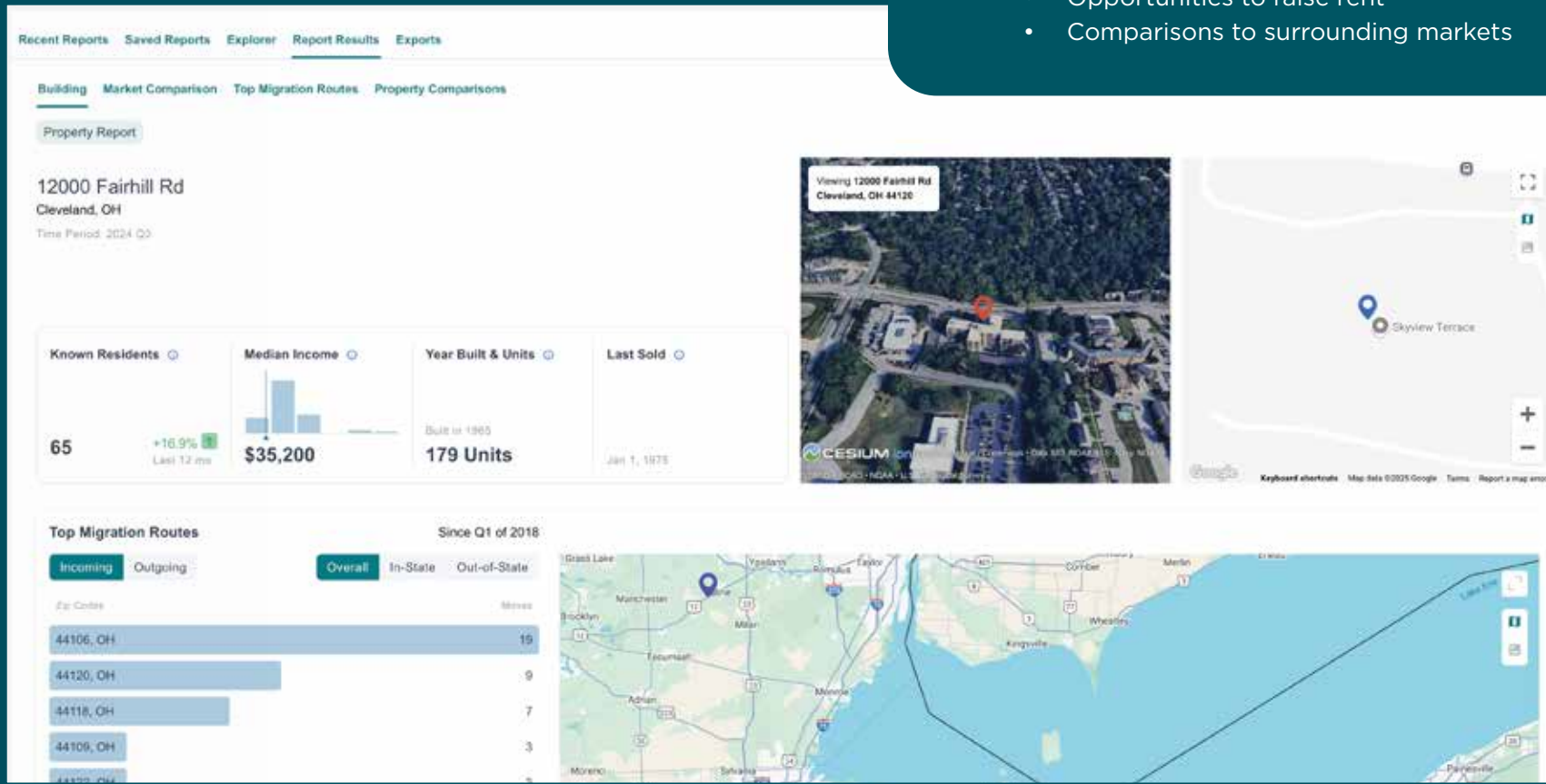
# LOOK-ALIKES

# BUILDING SEARCH

## 🌟 Building Search

Get detailed, up-to-date insights on over 145,000 multifamily properties.

- Leasing trends
- Annual turnover and risk
- Property lease-up time
- Building demographics
- Opportunities to raise rent
- Comparisons to surrounding markets



## Dive into **CENSAI Data.**

Real estate's largest pool of  
demographic and geographic  
intelligence.





## Every market has a story. We have every detail.

Hundreds of demographic attributes paint a rich picture of populations.

# DEMOGRAPHICS



Gender



Race



Age



Children in Household



Child Counts



Urbanicity



Census Designation



Lifestyle



Household Income



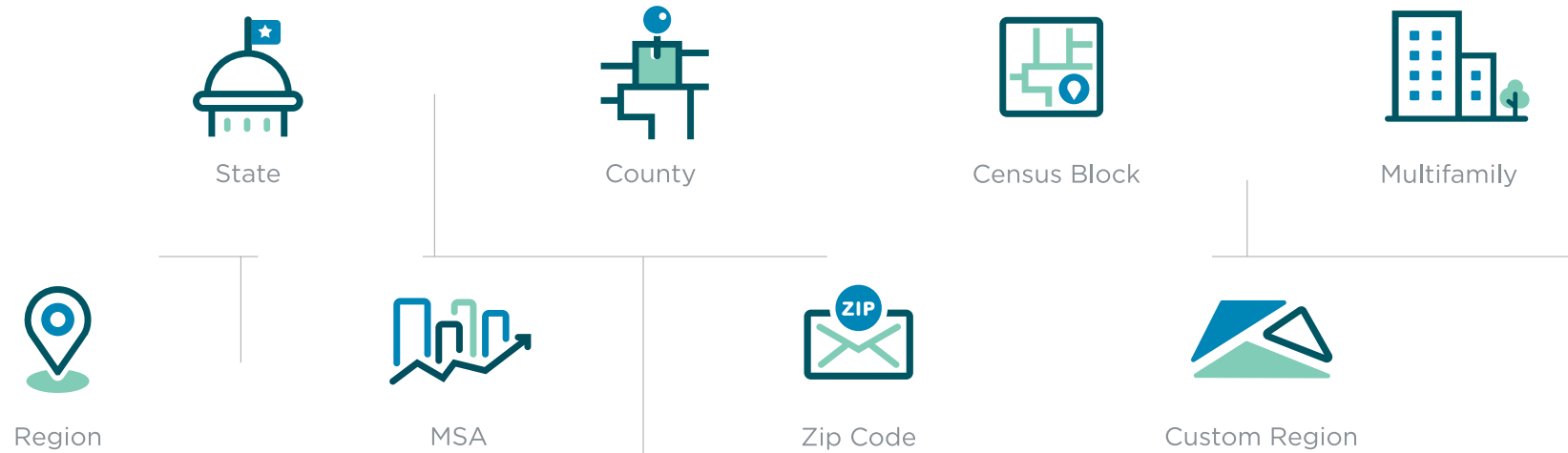
Home Ownership



Education Level



Veteran Status

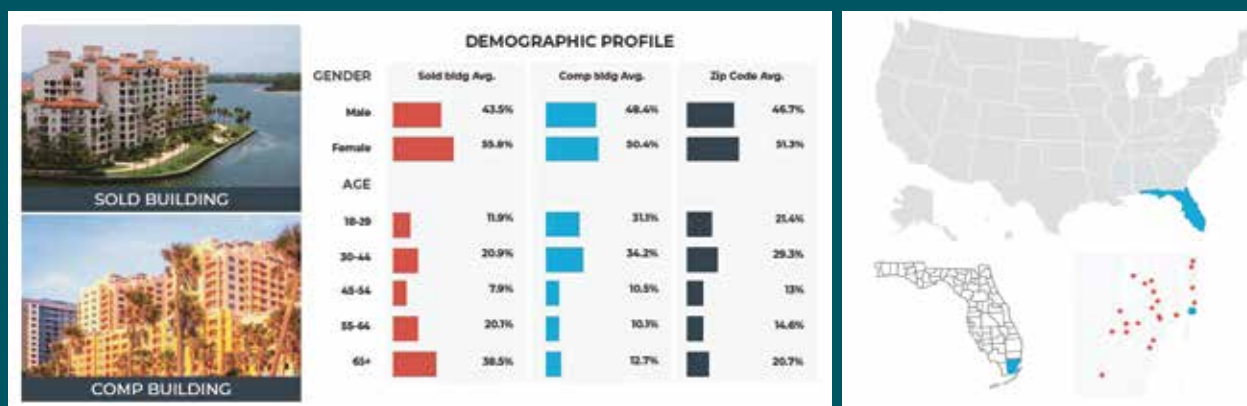


# GEOGRAPHY

**The platform goes deep.  
The data goes deeper.**

CENSAI Data is available for all 50 states and Washington, D.C.,  
and can be provided at any of the above levels.

# How CENSAI serves investors.



## 📍 Locating comparable targets.

A multi-unit rental building in Miami, Florida, sold at a 5% cap rate. You've identified a potentially similar building within a five-block radius. How does it compare to the building that was sold? CENSAI can show you the tenant mix in demographic detail.

## 📍 Exploring market expansion opportunities.

A fast-growing chain of coffee shops has a top-performing location in zip code 32963. What makes this market special? CENSAI can help you find other zip codes with similar characteristics, such as education level, income, and number of young workers.

## 📍 Identifying migration trends.

COVID-19 sparked an exodus from many large U.S. cities, particularly New York. Do the broader migration trends point to a population decline or revival? CENSAI data shows that although outflows continue to exceed inflows, net migration is getting closer to neutral for all five boroughs.



[censaianalytics.com](https://censaianalytics.com)

**TRY FOR FREE!**

