

## **Planned Grocery® and Intalytics Announce Data Partnership**

*Analyzing future grocery store locations just became a lot easier*

Las Vegas, NV (May 16, 2017) - Planned Grocery®, a grocery location intelligence company, and Intalytics, a predictive analytics firm, are pleased to announce today that they have formed a data partnership. This partnership will enable Intalytics' clients to access the Planned Grocery® data layer through SiteIntel, an industry best-in-class solution for real estate site selection and forecasting.

“We are excited to announce this partnership with Planned Grocery®,” said Dave Huntoon, President of Intalytics. “The grocery store landscape is evolving rapidly in the United States. Our SiteIntel platform combined with data from Planned Grocery® will give our food retailing clients a new level of market understanding.”

For those in the retail real estate business, finding and tracking planned grocery locations can be difficult and time consuming. Most news articles lack the sufficient details required to properly locate the exact planned grocery store location. Companies do this research every day, but often the information is gathered on the “market of the moment,” and the data is not kept up to date or shared throughout the organization.

Today this dataset includes over 1,200 locations across the United States that have some type of grocery anchored development activity. This activity includes locations that are proposed, planned, under construction, or recently built within the last 6 months. The Planned Grocery® data is updated weekly, and details on each planned grocery event include the status, location, opening date, square footage, and news source. What makes the data unique is the research that goes into finding and correctly placing each point on the map. Each point is hand-placed on the map and is tied to a publicly available source.

“SiteIntel is a sophisticated platform.” said David Beitz, Partner at Beitz and Daigh Geographics. “We are pleased to formalize this partnership with Intalytics and look forward to seeing more organizations working with the Planned Grocery® data.”

### **About Intalytics**

Intalytics ([www.Intalytics.com](http://www.Intalytics.com)) provides world-class predictive analytics tools, technologies, and consulting to restaurants, retailers, financial institutions, healthcare providers, service organizations, and private equity firms that are seeking location-centric insights. Founded in 2007 by four leading practitioners in the field of predictive analytics, Intalytics leverages cutting edge modeling techniques, third-party datasets, and web-based analytical tools to deliver innovative, accurate and actionable real estate and marketing solutions.

### **About Planned Grocery®**

Planned Grocery® ([www.PlannedGrocery.com](http://www.PlannedGrocery.com)) is a paid subscription data service provided by Beitz and Daigh Geographics. Beitz and Daigh Geographics, Inc., an Esri Business Partner, provides GIS (Geographic Information Systems) and data solutions for organizations looking to visualize, research, analyze, and display location based data. Current and former clients include shopping center owners, real estate investors, retail and multi-family developers, real estate

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