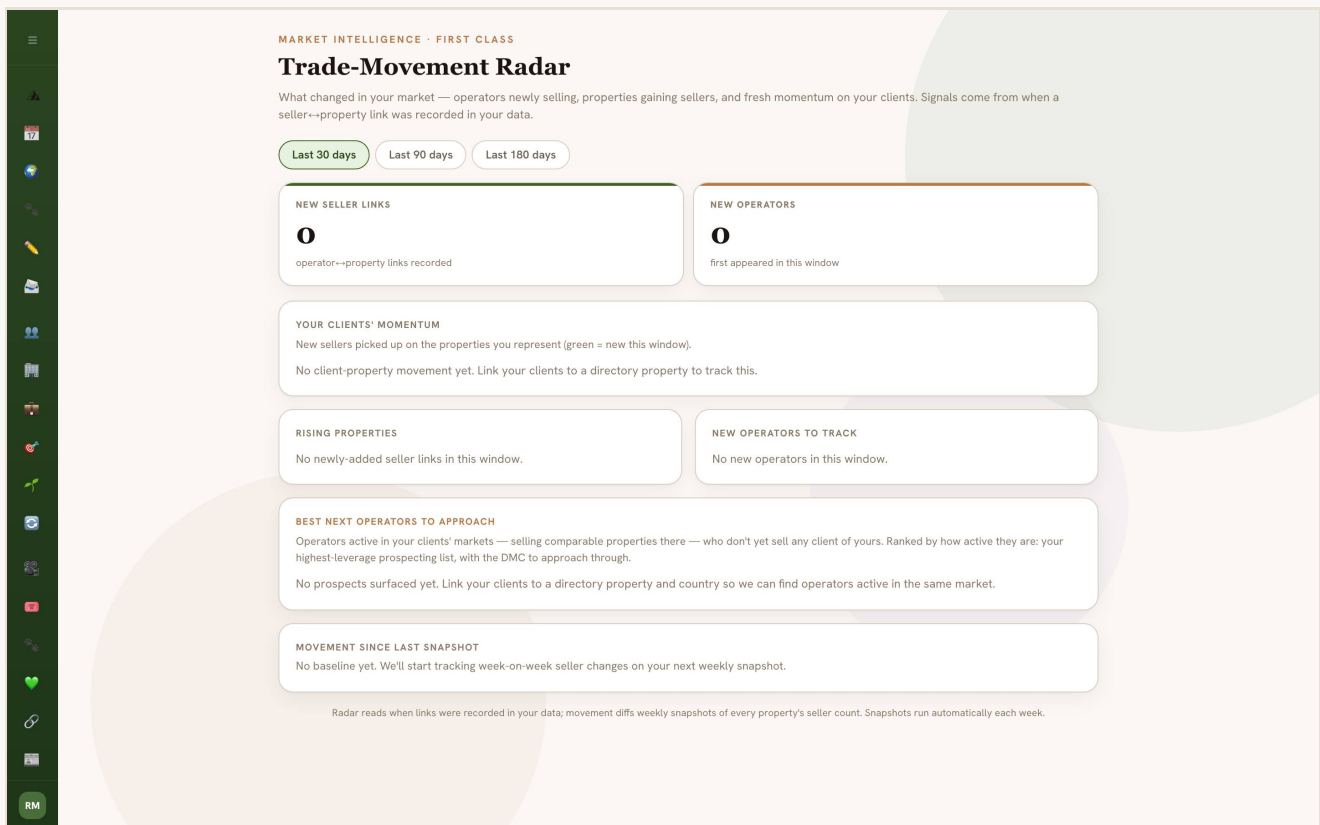


Radar — who is moving in your market

Radar watches the operators in your market and tells you what changed since last time — so you walk in knowing.

Covers `/dashboard/radar` · for rep, dmc



The screenshot shows the 'Trade-Movement Radar' dashboard. At the top, it says 'MARKET INTELLIGENCE · FIRST CLASS'. Below this is the title 'Trade-Movement Radar' and a brief description: 'What changed in your market — operators newly selling, properties gaining sellers, and fresh momentum on your clients. Signals come from when a seller→property link was recorded in your data.' There are three tabs: 'Last 30 days' (selected), 'Last 90 days', and 'Last 180 days'. The dashboard is divided into several sections: 'NEW SELLER LINKS' (0 operator→property links recorded), 'NEW OPERATORS' (0 first appeared in this window), 'YOUR CLIENTS' MOMENTUM' (New sellers picked up on the properties you represent (green = new this window). No client-property movement yet. Link your clients to a directory property to track this.), 'RISING PROPERTIES' (No newly-added seller links in this window.), 'NEW OPERATORS TO TRACK' (No new operators in this window.), 'BEST NEXT OPERATORS TO APPROACH' (Operators active in your clients' markets — selling comparable properties there — who don't yet sell any client of yours. Ranked by how active they are: your highest-leverage prospecting list, with the DMC to approach through. No prospects surfaced yet. Link your clients to a directory property and country so we can find operators active in the same market.), and 'MOVEMENT SINCE LAST SNAPSHOT' (No baseline yet. We'll start tracking week-on-week seller changes on your next weekly snapshot.). At the bottom, a small note states: 'Radar reads when links were recorded in your data; movement diffs weekly snapshots of every property's seller count. Snapshots run automatically each week.'

The steps

01 Open Radar

Radar is the market intelligence view — movement in your market since the last snapshot. A First Class feature.

02 Read the movement

The top band is what has changed since the last snapshot, so you are looking at news rather than a standing list.

03 See your clients' momentum

Whether the properties you represent are being picked up or quietly dropped, across the operators being watched.

04 Spot rising properties

Properties gaining ground in the market — useful whether they are yours, a target, or a competitor's.

05 Find new operators

Operators that have appeared since the last look, with the seller links that put them there.

06 Take the best next call

Radar ranks who is worth approaching next, so the list turns into a morning's work rather than a report.

Next: Share of Shelf and Whitespace

Questions

Which plan includes Radar?

First Class. It sits with the other market intelligence views.

Where does Radar get its information?

From what operators publish on their own sites, read on a schedule and compared with the previous snapshot. It is designed to assist, not replace, your professional judgement.

What does "movement since last snapshot" mean?

Only what has changed since the last read — new operators, new seller links, properties gaining or losing ground — rather than the whole picture again.

Why is a band empty?

Because nothing changed in that window. An empty band is a real answer, not a missing one.