

VALUATION SOLUTIONS, LLC

VS Intelligence

Market Intelligence Platform

How We Built Commercial-Grade Market Intelligence for a Fraction of the Market Price

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Executive Summary

For decades, commercial real estate professionals have paid premium subscription prices for demographic and market intelligence data — often \$5,000 to \$15,000 or more per year. The uncomfortable truth is that the underlying data powering those platforms comes from the same free public source: the United States Census Bureau.

VS Intelligence changes that equation entirely.

Built by Valuation Solutions, LLC, VS Intelligence is a commercial real estate intelligence platform that delivers fine-grained demographic analysis, drive-time trade area polygons, and professional-grade reporting at a price point designed to make the major platforms take notice. Our methodology is not a simplified approximation — it is the same foundational approach used by industry-leading platforms, powered by public data that belongs to every American, deployed on private infrastructure that keeps your client data exactly where it belongs: with you.

100M+ Data Points National coverage	ACS 2024 Data Vintage Most current available	11+ GB Processed Data Full US coverage	\$0 Per Query Zero runtime cost
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The Problem: Paying Premium for Public Data

Walk into any commercial real estate firm and you will find the same scene: appraisers, brokers, and analysts paying thousands of dollars annually for demographic data subscriptions. These platforms are useful. Their interfaces are polished. Their support teams are responsive.

But beneath the brand, the methodology note in every one of their reports reads the same: U.S. Census Bureau, American Community Survey.

The data is public. The Census Bureau publishes it for free. What the major platforms are charging for is the pipeline, the interface, and the distribution model — not the data itself.

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This creates a structural inequity in the market. Large institutional firms absorb the subscription cost easily. Independent appraisers, small commercial firms, and solo practitioners either pay the same premium or go without — relying on manual Census lookups, outdated printed data, or gut instinct where precision is needed.

VS Intelligence was built to close that gap.

The Methodology: How We Pull and Process Data

Understanding what makes VS Intelligence legitimate requires a brief explanation of Census geography and how demographic data is spatially allocated. This is not marketing language — it is the actual technical foundation of the platform.

Census Geography: Precision at the Smallest Practical Scale

The Census Bureau organizes the United States into a hierarchy of geographic units. Most demographic tools — including many commercial platforms — operate at the Census tract level. Tracts typically contain 1,200 to 8,000 people and cover significant geographic area, particularly in suburban and rural markets.

VS Intelligence operates at a finer geographic scale. Our platform analyzes data at the finest practical Census geographic level — where demographic variation is most meaningful for commercial real estate analysis. For a commercial appraisal practice, this distinction matters enormously:

- Operating at finer geographic resolution dramatically reduces the margin of error for trade area analyses — the analyses that matter most for retail, food service, and infill commercial appraisals.
- Our proprietary spatial engine processes over 11 gigabytes of geographic, demographic, and road network data to deliver results that reflect where people actually live — not just where polygon boundaries happen to fall.
- This geographic precision, combined with our proprietary weighting methodology, separates VS Intelligence from tools that apply simpler allocation techniques to coarser geographies.

Data Source: The Most Current Government Data Available

VS Intelligence uses the American Community Survey (ACS) 5-Year Estimates, vintage 2020-2024 — the most current ACS data available as of the date of this publication. The ACS 5-year estimates are the preferred source for small-area demographic analysis because they aggregate five years of survey data to produce statistically reliable estimates at fine geographic levels. We update our data pipeline when new ACS vintages are released to ensure clients always have access to the most current estimates.

Population & Economic Indicators — available now:

- Population metrics — total population by trade area at multiple geographies
- Income data — median household income, income distribution
- Home value trends — median home value by trade area

Demographic Intelligence — expanding in VS Intelligence Market Suite:

- Age cohort distribution — under 18, 18-34, 35-54, 55-64, 65 and older
- Educational attainment — high school, some college, bachelor's degree, graduate degree
- Owner vs. renter occupancy rates
- Household size and composition
- Housing unit counts and vacancy rates
- Labor force participation and employment status
- Poverty rate and income distribution
- Commute patterns and estimated daytime population

Radius Ring Analysis

For each subject property, VS Intelligence calculates demographic estimates at five standard radius levels: 0.5, 1, 3, 5, and 10 miles. The process for each radius is as follows:

- Identify all qualifying geographic units whose population centers fall within the selected radius of the subject property coordinates.
- Retrieve the most current demographic data for each qualifying unit from our locally processed database.
- Calculate a population-weighted average for income and home value variables — meaning areas with more residents contribute proportionally more to the result than smaller or less populated areas.
- Sum raw counts such as population and household figures directly across all qualifying units within the radius.

The methodology note used in VS Intelligence reports reads:

"Demographic data is derived from the U.S. Census Bureau, American Community Survey (ACS) 5-Year Estimates (2020-2024). Population, median household income, and median home value are estimated using VS Intelligence's proprietary spatial weighting methodology applied to fine-grained Census geographic units within the specified radius or drive-time area of the subject property. These estimates are suitable for market context and general comparison but may differ from other platforms due to differences in source data, vintage, and interpolation methodology."

Drive-Time Trade Area Analysis

Radius rings are geometrically simple but commercially imprecise. A 1-mile ring drawn around a property on a highway interchange captures very different trade area geometry than the same ring around a property on a street grid. Roads, rivers, rail lines, and topography all shape where customers can realistically travel in a given amount of time.

VS Intelligence incorporates drive-time isochrone analysis to calculate the actual driveable polygon reachable from a subject property in 5, 10, and 15 minutes of driving time.

The routing engine runs entirely on private infrastructure using a comprehensive U.S. road network database of over 11 gigabytes, processed and maintained locally. This means:

- Drive-time calculations require no internet connection at runtime — the full road network is stored locally.
- There is no per-query cost — the routing engine runs on the firm's own hardware.
- Analysis results are not transmitted to any third party — your subject property address never leaves your infrastructure.

Once the drive-time polygon is calculated, the same proprietary spatial weighting methodology described above is applied within the polygon boundary. The result is a demographically precise trade area estimate that reflects the actual geographic reality of how customers and clients access a commercial property.

How VS Intelligence Compares

The following comparison reflects the capabilities of VS Intelligence against the methodology and features of leading commercial demographic platforms as of June 2026.

Feature	Major Platforms	VS Intelligence
Annual cost	\$5,000–\$15,000+	Fraction of that
Geography level	Varies by platform	Fine-grained Census units
Drive-time polygons	Yes (road network)	Yes (road network)
Data source	ACS / Proprietary	ACS 2020–2024
Per-query cost	\$0–\$5+	\$0
Data privacy	Third-party servers	Your infrastructure
Custom reports	Limited / add-on	Included

The key distinction is not that VS Intelligence replicates the major platforms imperfectly — it is that for the variables and methodologies that matter most to commercial real estate appraisal practice, the underlying approach is equivalent. Where proprietary platforms command a premium is in current-year projections, consumer spending models layered on top of Census data, and highly polished report interfaces. Those features are on our development roadmap.

The Platform: What VS Intelligence Delivers Today

Comparable Sales Database

At its core, VS Intelligence is a commercial real estate comparable sales database built for the way appraisers actually work. Users can:

- Enter improved and land sales with full transaction detail, property characteristics, and photos.
- Search and filter by property type, subtype, geography, size, price, price per square foot, units, date range, and more.
- Sort results by any metric — date, size, price, price per unit, dollars per square foot — in either direction.
- Build report sets from search results, reorder comps manually, and generate professional Word and Excel exports with one click.
- Map subject properties and comparable sales with radius ring and drive-time polygon overlays.

Integrated Demographics

Demographics are fetched automatically when a comp's coordinates are locked. No manual lookup. No separate platform login. No per-query charge. Every comp in the database carries its demographic profile at all five radius levels and all three drive-time intervals — 5, 10, and 15 minutes.

When generating a Word report, the appraiser selects the geography type (radius rings or drive-time) and the specific interval to include. The report inserts the demographic rows automatically, formatted consistently with the comp data, with the appropriate ACS disclosure language appended at the end of the report.

Intelligent Data Extraction

VS Intelligence includes an intelligent document parser that extracts comparable sale data directly from appraisal reports. Sale dates, prices, property characteristics, and location data are identified, mapped, and staged for review before importing — eliminating manual data re-entry entirely.

Think about all those old reports sitting in your files. All that data. It's already yours.

Seamless Integration with Your Existing Workflow

VS Intelligence's proprietary field mapping engine recognizes and ingests structured comparable sale data from leading commercial real estate research platforms. When a user exports data from an external source, VS Intelligence identifies the field structure, validates the records, and stages them for review — allowing

appraisers to leverage their existing platform subscriptions while building a private, firm-owned comparable sales database that belongs to them permanently.

Your data doesn't disappear when a subscription lapses.

Privacy and Security

VS Intelligence runs on private infrastructure. The database, photos, demographic data, and routing engine are all local. Access is controlled through Cloudflare's Zero Trust security layer, requiring email-based authentication for every session.

No comp data, subject property address, or client information is ever transmitted to a third-party server for processing. This is a meaningful distinction from cloud-hosted platforms where every query — and its implicit disclosure of which properties a firm is analyzing — passes through external servers.

Coming Soon: VS Intelligence Market Suite

The demographic engine built into the VS Intelligence platform is the foundation of a standalone market intelligence suite currently in development. The VS Intelligence Market Suite will be available both as a bundled component of the full platform and as a standalone subscription product — purpose-built for the commercial real estate practitioner who demands precision without the enterprise price tag.

Priced to make the major platforms take notice — and accessible to firms that have never been able to afford them.

Specialized Report Modules

Rather than a one-size-fits-all demographic report, the VS Intelligence Market Suite will deliver purpose-built intelligence packages for specific property types and assignment needs. Each module draws on the same high-precision geographic engine already powering VS Intelligence — extended with additional public datasets to produce reports that are genuinely actionable.

Retail Site Analysis

The most requested report type in commercial real estate market analysis. The Retail Site Analysis module will combine trade area demographics with consumer spending estimates derived from Bureau of Labor Statistics Consumer Expenditure Survey data — giving retailers, brokers, and appraisers a clear picture of purchasing power within any drive-time or radius trade area.

- Trade area population and income at multiple geographies
- Consumer spending estimates by category — food, apparel, home furnishings, entertainment, and more
- Age cohort distribution and household composition
- Owner vs. renter breakdown and housing characteristics

Multifamily Market Intelligence

Purpose-built for apartment appraisals, multifamily acquisitions, and rental market analysis. This module combines renter demographics, income distribution, and housing data to paint a complete picture of the residential rental market within any trade area.

- Renter percentage and owner vs. renter trends

- Median gross rent and housing cost burden
- Vacancy rates and housing unit counts
- Age cohort and household size distribution
- Income distribution and affordability analysis

Industrial & Logistics Intelligence

As e-commerce continues to reshape industrial real estate demand, labor availability and workforce quality have become primary drivers of industrial site selection. This module draws on Bureau of Labor Statistics data to deliver employment intelligence at the trade area level.

- Labor force participation rates and workforce size
- Employment by industry sector
- Educational attainment and workforce quality metrics
- Commute pattern analysis — inflow, outflow, and net workforce availability

Office Market Intelligence

Office demand is fundamentally driven by the quality and availability of knowledge workers. The Office Market Intelligence module profiles the workforce composition of any trade area — giving landlords, tenants, and advisors the data they need to evaluate office market fundamentals.

- Educational attainment — bachelor's and graduate degree concentration
- Industry sector employment and white-collar workforce share
- Estimated daytime population derived from commute and employment patterns
- Income and purchasing power of the surrounding workforce

Healthcare & Senior Housing Intelligence

One of the fastest-growing segments of commercial real estate, healthcare and senior housing demand is directly tied to demographic aging trends. This module delivers the age cohort and healthcare workforce data that senior housing developers, investors, and appraisers need.

- 65 and older population — current count and growth trajectory
- Age cohort distribution across the full spectrum
- Income and home value trends for the senior demographic
- Healthcare industry employment concentration in the trade area

Environmental & Site Risk Overlay

Material to value and increasingly required in commercial appraisal practice, environmental and site risk data is now available through free federal datasets that VS Intelligence can integrate directly into any trade area report.

- FEMA flood zone classification — 100-year and 500-year flood plain identification
- Wetlands proximity and classification (FWS National Wetlands Inventory)
- Site risk overlay on the VS Intelligence interactive map

Customizable Report Templates

Every module will support firm-level customization — select the variables, geographies, and visual formats relevant to your assignment type. Templates can be saved and reused across recurring assignment types, eliminating repetitive formatting work.

Pricing Philosophy

The VS Intelligence Market Suite is being designed with a specific mission: put commercial-grade intelligence within reach of independent appraisers, small commercial firms, and practitioners who have historically been priced out of the platforms that large institutions take for granted.

Specific pricing will be announced at launch. What we can say now is that our cost structure — built on public data, open-source routing, and private infrastructure — allows us to price in a range that will feel genuinely surprising to anyone who has seen a major platform's annual renewal invoice.

Conclusion

The commercial real estate industry has accepted for too long that sophisticated market intelligence requires a sophisticated price tag. VS Intelligence demonstrates that the methodology is sound, the data is public, and the technology is available to deliver commercial-grade analysis at a price that serves the full spectrum of the profession — not just its largest participants.

VS Intelligence is currently in private beta with a select group of commercial real estate appraisers. If you are interested in learning more about VS Intelligence or the VS Intelligence Market Suite, we welcome the conversation. Contact us through valuesolved.com.

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This white paper is intended for informational purposes. Methodology descriptions reflect current platform capabilities as of June 2026. VS Intelligence Market Suite features described herein are in development and subject to change prior to release.