

INVESTMENT ANALYSIS & MARKETING AUTOMATION

Analyze, Present, Win.

Whether you're underwriting an acquisition or comparing lease alternatives for a tenant, MarketEdge turns analysis, strategy, and market knowledge into polished presentations and proposals that close – pulling data straight from your KRM, with no spreadsheet grind.

BUILT FOR

INVESTMENT & LEASING

MARKETING & ANALYSTS

ASSET MANAGERS

THE MARKETEDGE ADVANTAGE

INVESTMENT RETURNS

Analyze deals with your assumptions to model discounted cash flow, IRR and critical metrics.

LEASE ALTERNATIVES

Compare tenant and landlord economics with balance sheet impact side-by-side.

COMPS & FORECASTING

Adjust comp sets and forecast rent rolls, lease-by-lease.

CONNECTED WORKFLOW

Move KRM data into presentations and publishing automatically.

WINNING WITH MARKETEDGE



01
PUBLISH

Activate KRM data

02
ANALYZE

Set methods and assumptions

03
GENERATE

Create branded packages

04
PRESENT

Win the room

Materials That Close, Built From Your Data

MarketEdge turns analysis, strategy, and market knowledge into polished presentations and proposals—pulling data directly from KRM.

CORE FEATURES THAT DRIVE YOUR SUCCESS

Four capabilities to win and close more transactions.



BRANDED PRESENTATIONS

Create branded flyers, BOVs, OMs, and proposals in minutes.



DETAILED INVESTMENT ANALYSIS

31 charts, graphs, and reports to professionally underwrite and price offerings.



COMPARATIVE LEASE ANALYSIS

Model alternatives to understand net effective rent, total cost and balance sheet impact.



REALNEX VAULT DEAL ROOMS

Private and secure virtual deal rooms to control access and accelerate sales.



WHY TEAMS CHOOSE MARKETEDGE

250+ TEMPLATES

Branded materials ready in minutes, not days.

NAVIGATOR INTEGRATION

Ingest data from your KRM, publish listings and link deal rooms to MarketPlace.

1 CONNECTED WORKFLOW

Keep analysis, marketing, and deal rooms linked.

VALUES & RETURNS

Calculate instantly.

VISUAL COMP SETS

Adjust on the fly.

RENT ROLL

Forecast every lease.

WHITE-LABEL

Your brand, every report.



The seller was so taken aback by the quality of the template that they asked me to do a second property. Those two Opinion of Value documents led to a \$100 million listing opportunity.

KEVIN KOHLER • DIRECTOR OF COMMERCIAL • KW CENTRAL PLANTATION



SEE MARKETEDGE IN ACTION

Request a demo and analyze deals like a pro.

www.realnex.com/demo • info@realnex.com • 281-299-3161

