

inSIGHT Manual

A Guideline for Navigating the inSIGHT platform

2023 Edition

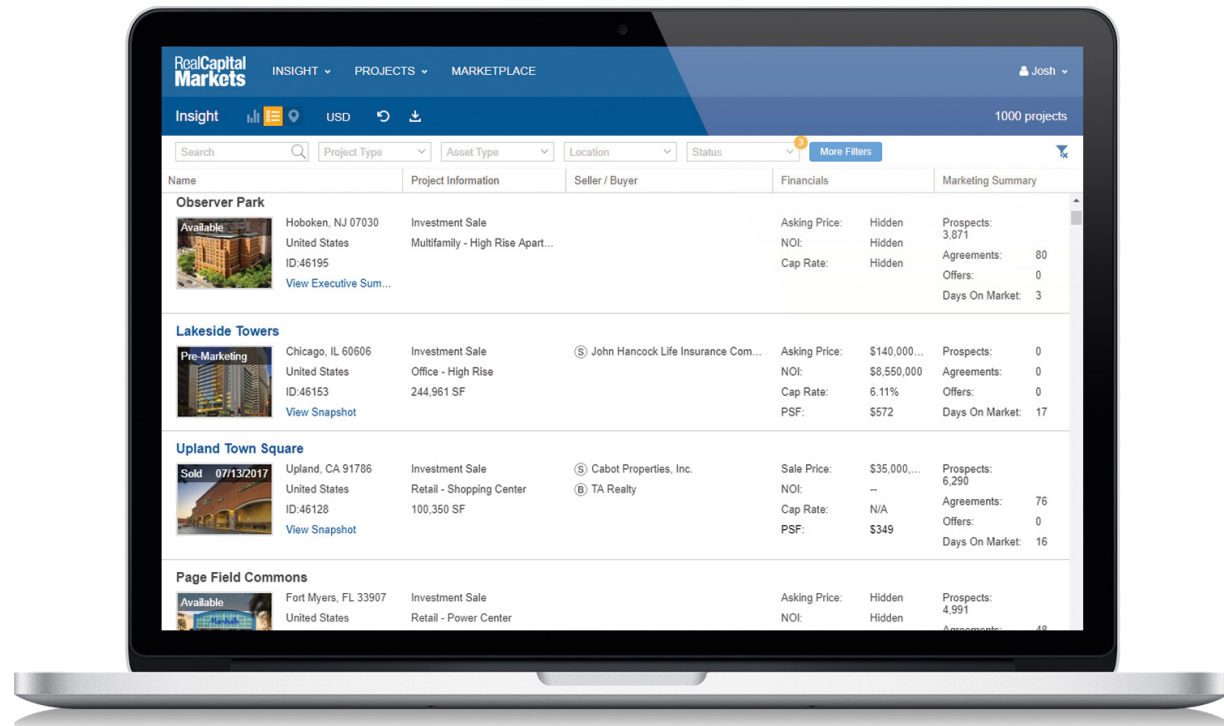


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inSIGHT List View

inSIGHT List View

inSIGHT list view allows you to view all properties throughout Cushman & Wakefield. Your default view allows you to see anything that you manage as is in a Pre-Marketing status, all Cushman & Wakefield Available and Under Contract projects.

Name	Project Information	Seller / Buyer	Financials	Marketing Summary
Observer Park Available 	Hoboken, NJ 07030 United States ID:46195 View Executive Sum...	Investment Sale Multifamily - High Rise Apart...	Asking Price: Hidden NOI: Hidden Cap Rate: Hidden	Prospects: 3,871 Agreements: 80 Offers: 0 Days On Market: 3
Lakeside Towers Pre-Marketing 	Chicago, IL 60606 United States ID:46153 View Snapshot	Investment Sale Office - High Rise 244,961 SF	John Hancock Life Insurance Com... Asking Price: \$140,000... NOI: \$8,550,000 Cap Rate: 6.11% PSF: \$572	Prospects: 0 Agreements: 0 Offers: 0 Days On Market: 17
Upland Town Square Sold 07/13/2017 	Upland, CA 91786 United States ID:46128 View Snapshot	Investment Sale Retail - Shopping Center 100,350 SF	Cabot Properties, Inc. TA Realty Asking Price: \$35,000,000 NOI: -- Cap Rate: N/A PSF: \$349	Prospects: 6,290 Agreements: 76 Offers: 0 Days On Market: 16

Key

- inSIGHT drop down allows access to:
 - All Cushman & Wakefield transactions since January 2016
 - Active Cushman & Wakefield projects that are in the market
 - Sold Cushman & Wakefield projects since January 2016
 - Company Scorecard shows investor engagement over time for all assets bought, sold, and offered along with other relevant company activity
- Projects drop down allows access to 'My Projects' and displays your 10 most recent projects
- View properties in a list view (default) or select the map view where you can also see property information by clicking the map pin

inSIGHT List View

(continued)

RealCapital Markets
INSIGHT ▾ PROJECTS ▾ MARKETPLACE
Josh ▾

Insight
USD
1000 projects

5 Search
Project Type ▾
Asset Type ▾
Location ▾
Status ▾
6 More Filters
7







Name	Project Information	Seller / Buyer	Financials	Marketing Summary
Observer Park				
<div style="background-color: #ccc; padding: 2px; font-weight: bold; font-size: 0.8em;">8 Available</div>	Hoboken, NJ 07030 United States ID:46195 View Executive Sum... 8a	Investment Sale Multifamily - High Rise Apart...	Asking Price: Hidden NOI: Hidden Cap Rate: Hidden	Prospects: 3,871 Agreements: 80 Offers: 0 Days On Market: 3
Lakeside Towers				
<div style="background-color: #ccc; padding: 2px; font-weight: bold; font-size: 0.8em;">Pre-Marketing</div>	Chicago, IL 60606 United States ID:46153 View Snapshot 8d	Investment Sale Office - High Rise 244,961 SF © John Hancock Life Insurance Com...	Asking Price: \$140,000... NOI: \$8,550,000 Cap Rate: 6.11% PSF: \$572	Prospects: 0 Agreements: 0 Offers: 0 Days On Market: 17
Upland Town Square				
<div style="background-color: #ccc; padding: 2px; font-weight: bold; font-size: 0.8em;">Sold 07/13/2017</div>	Upland, CA 91786 United States ID:46128 View Snapshot	Investment Sale Retail - Shopping Center 100,350 SF © Cabot Properties, Inc. © TA Realty	Sale Price: \$35,000,000 NOI: -- Cap Rate: N/A PSF: \$349	Prospects: 6,290 Agreements: 76 Offers: 0 Days On Market: 16

Key

- 4
The number of projects displayed will be based on your filter selections.
- 5
Search allows you to find a particular project by typing in the project name, ID, location, or use the filters to search for specific properties based on project type, asset type, location or the status
- 6
More Filters allows you to expand your search criteria (see page 7 for more information)
- 7
Clear all filters option allows you go back and display all properties
- 8
Users are able to see the projects that have the status of:
 - 8a
Available – access to the executive summary for all projects; Snapshot for projects you manage
 - b.
Under Contract - access to the executive summary for all projects
 - c.
Sold - access to the executive summary for all projects
 - 8d
Pre-Marketing – only accessible if you manage the property
 - i.
Access to property Snapshot
 - e.
Taken off Market – only accessible if you manage the property

inSIGHT List View

(continued)

RealCapital Markets						INSIGHT ▾ PROJECTS ▾ MARKETPLACE		Josh ▾	
Insight						USD		1000 projects	
Search						Project Type ▾		Asset Type ▾	
Location ▾						Status ▾		More Filters	
Name	Project Information 9			Seller / Buyer		Financials 11		Marketing Summary 12	
Observer Park 	Hoboken, NJ 07030 United States ID:46195 View Executive Sum...	Investment Sale Multifamily - High Rise Apart...				Asking Price: Hidden NOI: Hidden Cap Rate: Hidden	11a Hidden Hidden Hidden	Prospects: 3,871 Agreements: 80 Offers: 0 Days On Market: 3	
Lakeside Towers 	Chicago, IL 60606 United States ID:46153 View Snapshot	Investment Sale Office - High Rise 244,961 SF	10  John Hancock Life Insurance Com...			Asking Price: \$140,000... NOI: \$8,550,000 Cap Rate: 6.11% PSF: \$572	11b \$140,000... \$8,550,000 6.11% \$572	Prospects: 0 Agreements: 0 Offers: 0 Days On Market: 17	
Upland Town Square 	Upland, CA 91786 United States ID:46128 View Snapshot	Investment Sale Retail - Shopping Center 100,350 SF	10  Cabot Properties, Inc.  TA Realty			Sale Price: \$35,000,000... NOI: -- Cap Rate: N/A PSF: \$349	11c \$35,000,000... -- N/A \$349	Prospects: 6,290 Agreements: 76 Offers: 0 Days On Market: 16	

Key

- 9** View available project information that is added by the listing team
 - a. Project type
 - b. Asset Type
 - c. Size
- 10** View the Seller and/or Buyer of the property
- 11** Financials
 - 11a** Listing broker can decide whether or not to display financial information. If they do not choose to display, it will appear hidden on projects that you do not manage
 - 11b** All financial information is available to you if you manage the project
 - 11c** If the NOI is not added on the individual project, the NOI is displayed as "--" and the Cap Rate will not be calculated (instead you will see N/A)
- Marketing Summary
 - 12** a. Number of prospects included in the initial marketing effort
 - b. Number of executed agreements
 - c. Number of offers made
 - d. Number of days on the market

Filters

Filters

The screenshot shows the RealCapital Markets interface with the following elements:

- 1** RealCapital Markets header with navigation tabs: INSIGHT, PROJECTS, MARKETPLACE.
- 1a** Search bar.
- 1b** Project Type dropdown menu.
- 1c** Asset Type dropdown menu.
- 1d** Location dropdown menu.
- 1e** Status dropdown menu.
- 58** Filter count indicator.
- 3** More Filters button.

Callout details:

- 1b** Project Type:
 - Financing / Equity / Debt
 - Investment Sale
- 1c** Asset Type:
 - Multifamily
 - Garden Apartments
 - High Rise Apartments
 - Affordable / Low Income Housing / Bond
 - Senior / Assisted Living
 - Student Housing
 - Condo Conversion
 - Mid-Rise
 - Office
 - Low / Mid Rise
 - High Rise
 - Office Park
- 1d** Location:
 - United States
 - West
 - Arizona
 - California
 - Bakersfield
 - Chico
 - Fresno
 - Los Angeles-Long Beach-Anaheim
 - Merced
 - Modesto
 - Napa
 - Redding
- 1e** Status:
 - Pre-Marketing
 - Available
 - Under Contract/Escrow
 - Taken Off Market
 - Sold

Key

- 1** Locating a project:
 - 1a** Search for a project based on name, ID or location
 - 1b** Filter based on a specific project type
 - 1c** Filter for a specific asset or sub-type
 - 1d** Filter by region, state or MSA
 - 1e** Filter by status:
 - > Pre-Marketing or Taken Off Market (only available for projects you manage)
 - > Available, Under Contract, or Sold (available for all projects)

Filters

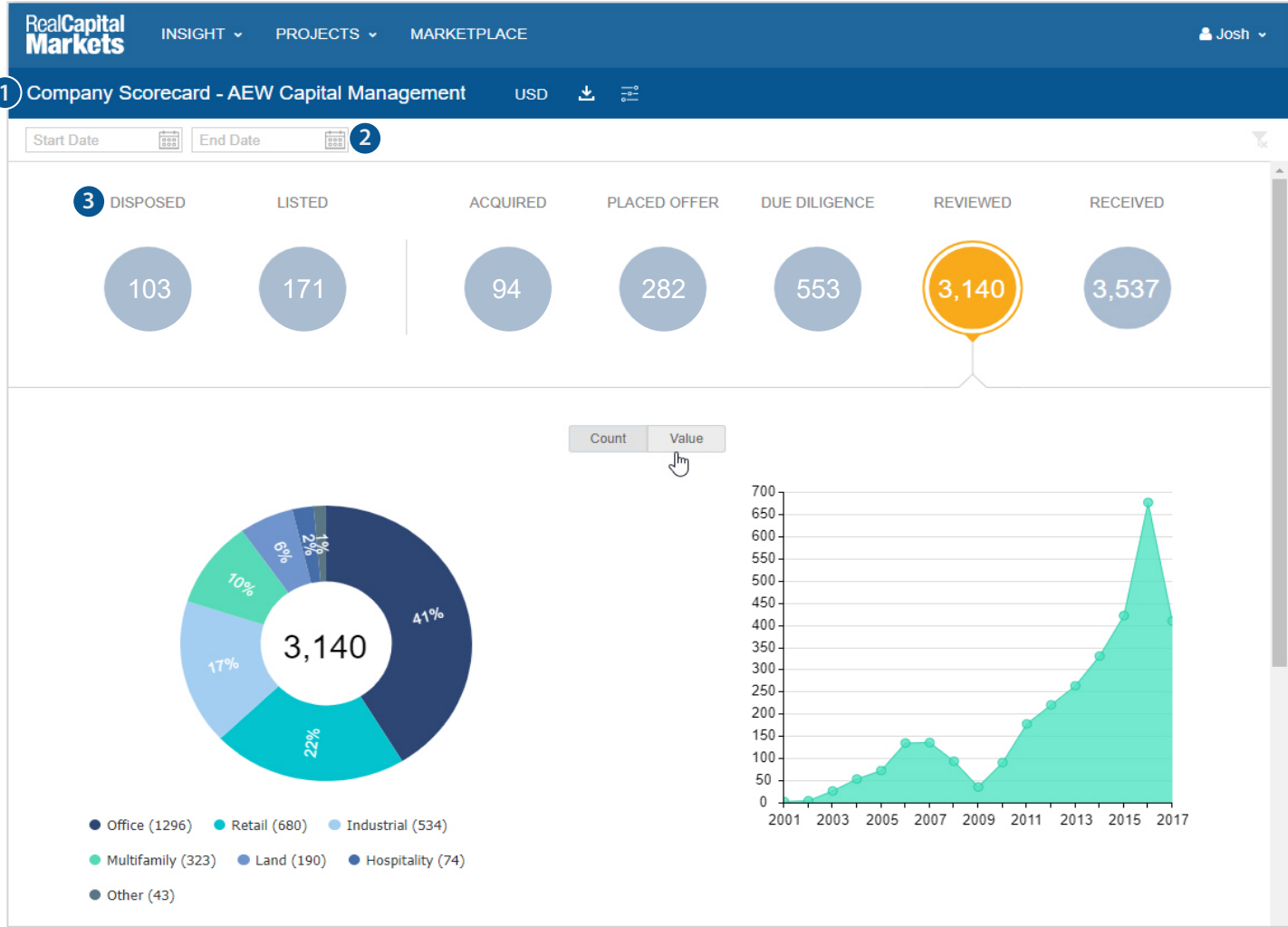
Key

- 2 More filters - drill down to view specific information
 - a. Filter by date
 - b. Filter by buyer
 - c. Filter by Tenancy Type

Company Scorecard (AKA Balance of Trade)

Company Scorecard

To access the Company Scorecard, click on the inSIGHT drop down and select the Company Scorecard. Type a company name into the search field and hit enter. The number of users included under this company is also displayed. Click the company you want to view.

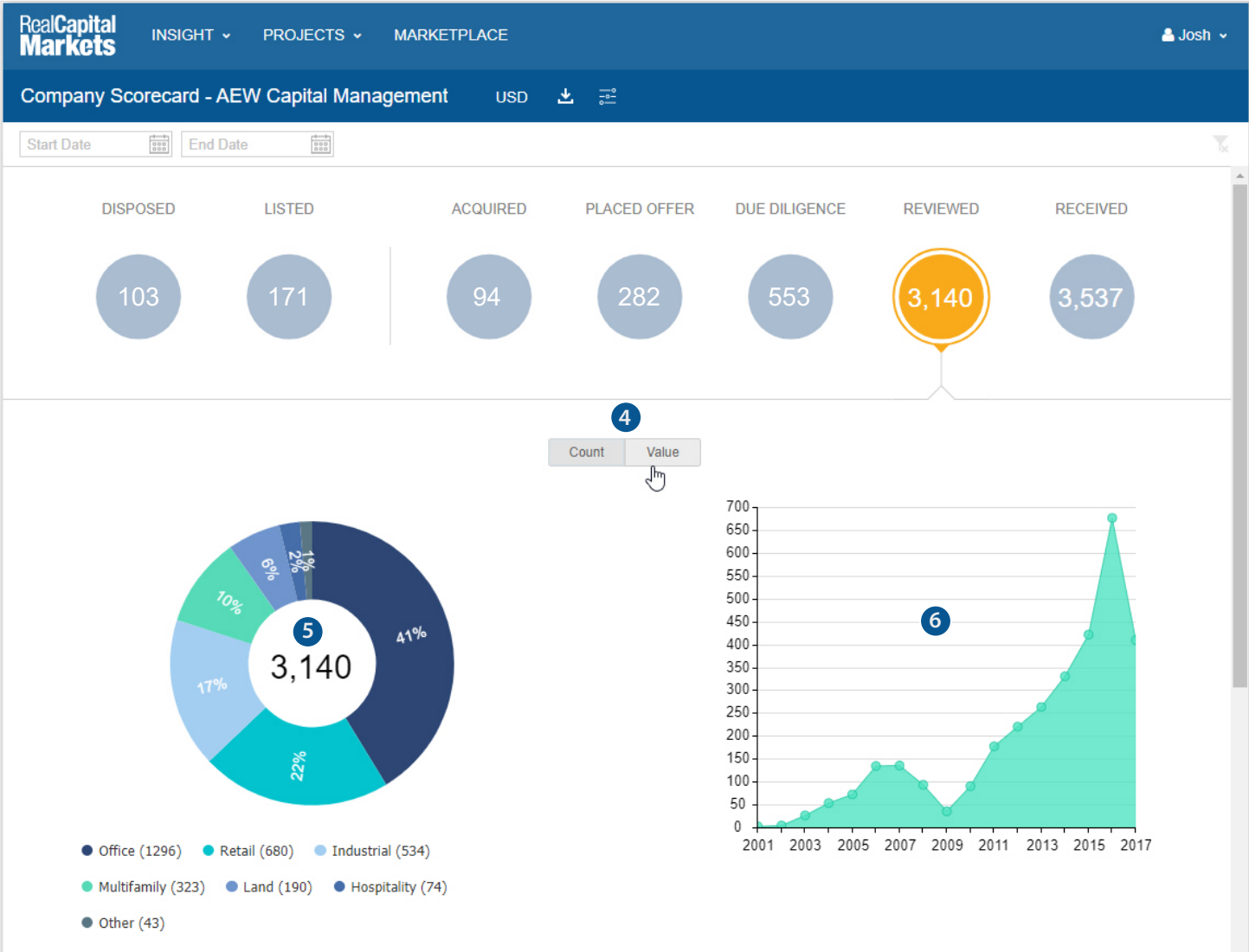


Key

- 1** Name of company you are reviewing, currency converter, ability to export a full list of assets included in your selection, and ability to filter by company activity
- 2** Set a specific date range with a start and end date
- 3** Company activity:
 - Disposed - Projects where company was seller and status is sold
 - Listed - Projects where company was seller, regardless of status
 - Received - Projects where company was sent email
 - Reviewed - Projects where company viewed email or executive summary
 - Due Diligence - Projects where company downloaded documents
 - Placed Offer - Projects where company submitted an offer
 - Acquired - Projects where company was buyer

Company Scorecard

(continued)



- Key**
- 4 Choose to view as a count or value
 - 5 Chart displaying percentage of asset types in specified date range
 - 6 Graph displaying number of assets for the selected action in specified date range

Company Scorecard

(continued)

Reviewed **1**

10 Most Recent Results

Name	Date	Location	Asset Type
Canyon South Florida Value-Add Portfolio	07/07/2017	Tamarac-Pompano Beach, Florida	Multifamily - Garden Apartments
180 Interstate North	07/06/2017	Atlanta, Georgia	Office - Low / Mid Rise
NYRT Portfolio	07/06/2017	New York, New York	Office - Unique & Mixed Use Office
Atelier	07/06/2017	Columbus, Ohio	Office - Office Park
3333 East Camelback	07/06/2017	Phoenix, Arizona	Office - Low / Mid Rise
Cardinal Health Distribution Center	07/06/2017	Grand Prairie, Texas	Industrial - Warehouse / Distribution
One Dulles Tower	07/06/2017	Herndon, Virginia	Office - High Rise
Observer Park	07/06/2017	Hoboken, New Jersey	Multifamily - High Rise Apartments
9990 Mesa Rim Road	07/06/2017	San Diego, California	Office - Low / Mid Rise
2181 Kalakaua	07/05/2017	Honolulu, Hawaii	Retail - NNN / Free Standing Retail

Key

- 1** View the 10 most recent assets matching the selected action and date range

Listing Engine Requirements

Listing Engine Requirements

Verify that these fields are completed prior to launching your property on the Cushman & Wakefield listing engine.

The screenshot shows the 'Lakeside Towers' listing page in the RealCapital Markets system. The page is divided into sections for 'Project' and 'Location' details, each with a 'DISPLAY' column of checkboxes. A 'Key' section on the right provides numbered instructions for each field.

Section	Field	Value	Display
Project	NAME	Lakeside Towers	<input checked="" type="checkbox"/>
	PROJECT TYPE	Investment Sale	<input checked="" type="checkbox"/>
	ASSET TYPE	Office - High Rise	<input checked="" type="checkbox"/>
	SELLER	John Hancock Life Insurance Company (Owner)	<input type="checkbox"/>
Location	ADDRESS	250 South Wacker	<input checked="" type="checkbox"/>
	COUNTRY	United States	<input checked="" type="checkbox"/>
	STATE	Illinois	<input checked="" type="checkbox"/>
	CITY	Chicago	<input checked="" type="checkbox"/>
	ZIP/POSTAL	60606	<input checked="" type="checkbox"/>
MSA	Chicago-Naperville-Elgin	<input checked="" type="checkbox"/>	

- ### Key
- 1 Verify the Asset Type is correct
 - 2 Add a primary image to display on the engine
 - 3 Add the address(es), click on the + sign to add multiple addresses
 - 4 Click on the map thumbnail to verify the location is pinned correctly. If not, move the pin to the correct location and click save.

Listing Engine Requirements

(continued)

RealCapital Markets

PROJECTS ▾
USERS ▾
INTERNAL ▾
Josh ▾

Lakeside Towers
SHARE LISTING [in](#) [tw](#)

Overview
Executive Summary
Confidentiality Agreement
Email
Virtual Deal Room
Broadcast
Auction
Reports
Administration

Details
Contacts
Services
Listing

Location

+ ADDRESS	<input type="text" value="250 South Wacker"/>		DISPLAY	<input checked="" type="checkbox"/>	
COUNTRY	<input type="text" value="United States"/>	<input checked="" type="checkbox"/>	STATE	<input type="text" value="Illinois"/>	<input checked="" type="checkbox"/>
CITY	<input type="text" value="Chicago"/>	<input checked="" type="checkbox"/>	ZIP/POSTAL	<input type="text" value="60606"/>	<input checked="" type="checkbox"/>
MSA	<input type="text" value="Chicago-Naperville-Elgin"/>			<input checked="" type="checkbox"/>	

Click to change location

1 Property Details		2				
	DISPLAY		DISPLAY		DISPLAY	
UNITS	<input type="text" value="75"/>	<input type="text" value="Tenants"/>	<input checked="" type="checkbox"/>	YEAR BUILT	<input type="text" value="1958"/>	<input checked="" type="checkbox"/>
SIZE	<input type="text" value="244,961"/>	<input type="text" value="sq ft"/>	<input checked="" type="checkbox"/>	YEAR RENOVATED	<input type="text" value="2008"/>	<input type="checkbox"/>
PARCEL	<input type="text" value="1.2"/>	<input type="text" value="acres"/>	<input checked="" type="checkbox"/>	INVESTMENT TYPE	<input type="text"/>	<input checked="" type="checkbox"/>
APN	<input type="text"/>		<input type="checkbox"/>	TENANCY TYPE	<input type="text"/>	<input type="checkbox"/>
CLASS	<input type="text" value="A"/>		<input checked="" type="checkbox"/>	LEASE TYPE	<input type="text"/>	<input type="checkbox"/>
OCCUPANCY (%)	<input type="text" value="91"/>		<input checked="" type="checkbox"/>	ID	<input type="text"/>	<input type="checkbox"/>

Key

- 1** Add the appropriate property details
- 2** Check/uncheck the display box to choose to have this information displayed or hidden

Listing Engine Requirements

Use these steps to add a property to the Cushman & Wakefield engine

RealCapital Markets Search [] PROJECTS ▾ USERS ▾ INTERNAL ▾ Josh ▾

Lakeside Towers SHARE LISTING in [] []

Overview Executive Summary Confidentiality Agreement Email Virtual Deal Room Broadcast Auction Reports Administration

Details Contacts Services **1 Listing**

Options

Summary **2** 250 South Wacker is strategically located in the heart of the West Loop. Chicago's most prestigious submarket. Public transportation is also conveniently located within two blocks of the Property. In addition, the interstate can be directly accessed within blocks of the Property.

Up to 300 characters can be displayed on Engine (18 left)

Link Landing Page ▾ **3** Contacts 1 ▾ Mark Day

4 Engines

Add listing to the following engines

RCM Marketplace

Restrict access to RCM Qualified Principals

<input checked="" type="checkbox"/> Name	Preview
<input checked="" type="checkbox"/> Cushman & Wakefield Listing Engine	

5 Save

Key

- 1** Navigate to the Overview/Listing tab
- 2** Add a property summary
- 3** Select the number of contacts you'd like to display (engine will support up to 2)
 - > To change the display order, go to the Overview/Contacts tab
- 4** Select the desired engine(s) for property to display
 - > Click Preview prior to saving to view
 Note: Only projects with an Available status will display on the C&W engine
- 5** Save

Required Fields

Required Fields

The fields below are required by the system and must be populated to save information on this tab and move forward on the platform. The data collected will allow us to maximize the value of RCM's Business Intelligence tool, inSIGHT.

Overview Executive Summary Confidentiality Agreement Email Virtual Deal Room Broadcast Offers Reports

Details Contacts Services Listing

Project

1 NAME Cushman & Wakefield Training DISPLAY

PROJECT TYPE Investment Sale

2 ASSET TYPE Office - High Rise

3 + SELLER Owner

Location

4 + ADDRESS DISPLAY

COUNTRY United States STATE 5

6 CITY ZIP/POSTAL

7 MSA Not Applicable

8 Property Details

		DISPLAY		DISPLAY
UNITS	<input type="text"/> Units	<input checked="" type="checkbox"/>	YEAR BUILT	<input type="text"/> <input checked="" type="checkbox"/>
SIZE	<input type="text"/> sq ft	<input checked="" type="checkbox"/>	YEAR RENOVATED	<input type="text"/> <input type="checkbox"/>
PARCEL	<input type="text"/> acres	<input checked="" type="checkbox"/>	INVESTMENT TYPE	<input type="text"/> <input type="checkbox"/>
APN	<input type="text"/>	<input type="checkbox"/>	TENANCY TYPE	<input type="text"/> <input type="checkbox"/>
CLASS	<input type="text"/>	<input checked="" type="checkbox"/>	LEASE TYPE	<input type="text"/> <input type="checkbox"/>
OCCUPANCY (%)	<input type="text"/>	<input checked="" type="checkbox"/>	ID	<input type="text"/> <input type="checkbox"/>

Key

Required Fields

- 1 Property Name
- 2 Verify the Asset Type is correct
- 3 Seller
 - Use true client (i.e. JP Morgan, TH Realty) not property-specific LLC
 - Be sure to select pre-populated company name from drop-down list in Seller field, when available
- 4 Address(s)
- 5 State
- 6 City
- 7 MSA
- 8 Property Details
(Property Details required field will depend on the selected asset type.
*Units, Size, Parcel)

Required Fields

The fields below are required by the system and must be populated to save information on this tab and move forward on the platform. The data collected will allow us to maximize the value of RCM's Business Intelligence tool, inSIGHT.

Financial Information

			DISPLAY
STATUS	Pre-Marketing		<input checked="" type="checkbox"/>
9 ASKING PRICE	0 USD		<input type="checkbox"/>
10 NOI			<input type="checkbox"/>
CAP RATE	N/A		<input type="checkbox"/>

Sale Information

11 SALE DATE: 07/19/2017

12 SALE PRICE: USD

13 NOI:

CAP RATE: N/A

14 BUYER:

SALE DETAILS:

[Close](#)

Key

Premarketing/Marketing (cont'd)

- 9 Asking Price
- 10 NOI (Estimated)
 - As default, use Year-1 NOI

Sold Status

Change the Status to Sold and enter in the below required fields.

- 11 Sale Date
- 12 Sale Price
- 13 NOI (Actual)
 - Cap rate automatically calculated when price and NOI are entered
- 14 Buyer
 - Use true client name (i.e. JP Morgan, TH Realty) not property-specific LLC
 - Be sure to select pre-populated company name from drop-down list in Seller field, when available

FAQ's

FAQ's

Q: Do others at Cushman & Wakefield see my deal before it's launched?

A: No, as long as the status of your deal (on the overview/details page) is set to Pre-Marketing, your deal will not be seen by others. Once your deal is launched, the system will automatically update the status to Available and then others can see it via inSIGHT.

Q: How do I keep my financial information private?

A: You can choose to hide the financial information of your project by unchecking the display box to the right of the information on the Overview/Details page.

Q: Is there a way to see everything that has sold?

A: Yes, on the inSIGHT drop down you can select to view all assets marked as sold. You can click on the More Filters option to set a specific date range.

Q: Can I search for specific projects?

A: Yes, on inSIGHT you can use the search field to search for a specific listing by the typing in the project ID, Name, Team, City or Zip. Or you can use the filters to narrow the list down by asset type, location, etc.

Q: Can I drill down to see a specific asset type and/or location?

A: Yes, you can use the inSIGHT filters to select a specific asset type and/or sub-type as well as select a specific location, state or MSA.

Q: Can I access projects that I am not a contact on?

A: You can see all available assets in the list or map view with limited information and if the deal is on the market, you will be able to see the Executive Summary website. For additional information, you will need to request more information from the listing broker.

FAQ's

Q: How do I access projects I manage?

A: You can click on the Projects drop down at the top of the page and select My Projects. Or, from the inSIGHT list or map view the project name will be hyperlinked for those projects that you are an administrative contact on.

Q: How can I see Everything Cushman & Wakefield has listed for a specific seller (i.e., Hines) this year?

A: The Company Scorecard (AKA Balance of Trade) is where you can locate specific information on a buyer/sellers company activity.

To access:

- a. Click on the inSIGHT drop down at the top of the page
- b. Select Company Scorecard
- c. Type in the specific company name you want lookup
- d. From the list of result(s), click on the company name you want to view
- e. Click on the listed option at the top of the page to view all the assets that this company has been marked as the seller

Q: Why do some listings say View Executive Summary and others say Snapshot?

A: You will see the option to view the Executive Summary for all available/on-market Cushman & Wakefield listings. If you manage the listing, you will have see the option to view the Snapshot, which is a quick overview of that listing that includes financial information and reporting.

Q: How can I see everything that Cushman & Wakefield has listed/available in my market?

A: You can use the search bar across the top to set your filters, or click on more filters and select your search options. For example to see all multifamily listings in California that are on the market your search criteria would be:

- a. Status – Available
- b. Asset Type –Multifamily
 - a. You can also drill down into a specific asset type, Garden Apartments
- c. Location – Expand the regions and select California
 - a. You can also drill down into specific MSA(s)

FAQ's

Q: Can I view deals listed by other brokers that have been taken off the market?

A: You will be able to see and access your listings that have been set to Taken off Market but not listings managed by other brokers.

Q: Why do I sometimes see “-”, “N/A” or “Hidden” in the financial column on the list view?

A: Under the financial information:

- a. “-” for the sale price or NOI means that this information has not been entered into the platform by the listing team
- b. “N/A” for the Cap Rate, this is because this information is also set to display but the required fields to calculate the Cap Rate have not been entered in by the listing team.
- c. “Hidden” for any values means that this information is not set to display by the listing team

Q: Is there a way to export a list of my search results?

A: Yes, from the list view if you want to export an excel file of your search results you can click on the export icon on the inSIGHT toolbar.

Q: How can I view how many multifamily deals a specific company (i.e., Camden Property Trust) has bought from Cushman & Wakefield?

A: The Company Scorecard (AKA Balance of Trade) is where you can locate specific information on a buyer/sellers company activity.

To access:

- a. Click on the inSIGHT drop down at the top of the page
- b. Select Company Scorecard
- c. Type in the specific company name you want lookup
- d. From the list of result(s), click on the company name you want to view
- e. Click on the Acquired option at the top of the page to view all of the assets that this company has been marked as the buyer



Questions?

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