

Tutorial 3: Environs Analysis via Reverse Directory

Introduction

In analyzing real estate markets and neighborhoods, it is useful to profile the tenants in the various buildings. While some of these data can be compiled through field work and observation, a reverse directory can help expedite the process. A reverse directory can pull up businesses by any of the following inputs: street address, state, zip code, phone number, distance, or map.

For purposes of this exercise, assume that you have a piece of property that you are to determine the highest and best use for, and subsequently, you are interested in the area within a certain distance of your property. This guide is in two segments; the first assumes that you have a particular use in mind and that you want to determine any competition in the area, and the second guide assumes that you do not have a particular use in mind and want to look for untapped opportunities or synergies by identifying the businesses in the designated area.

In using a reverse directory, it should be noted that the data are driven off of phone records and self-report data provided by business customers. These data include identification of the “business category” or categories to which a business is assigned. While this is extremely helpful, it should be noted that businesses often list themselves in different categories to broaden their reach and pop up on customer queries for businesses in related lines. For example, a coffee shop might want to be listed in several secondary categories (e.g., coffee and tea, coffee retail, espresso) so when someone searches for the nearest “coffee” shop or “espresso shop” they will pop up. The importance of such classifications has been amplified by the growing use of technology such as On-Star, Live-search and other portable mapping and directional services.

This tutorial is divided into several components:

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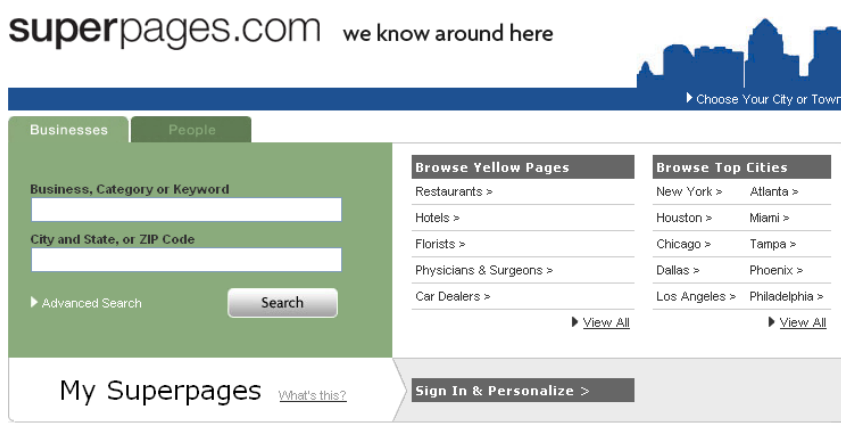
Part 1: Basic Superpage Search

This guide will use 4345 University Way NE for the subject property.

Accessing Superpages

To begin, please enter <http://www.superpages.com/>

Now, you can browse for business, address or keyword



Search by Address

Enter the address

3 **This Address:**

Street:

Location (City & State or ZIP):

(ex: Boston MA or 02114)

Search by Distance

To use this feature, select Advanced Search, then Search by Distance

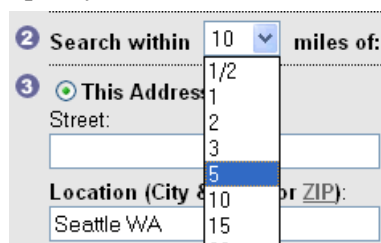
Select the number of matches to be shown per page and select **Find It**.

4 Show matches

5

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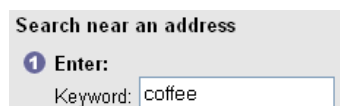
Specify the radius



The screenshot shows a search form with two main sections. The first section, labeled '2 Search within', has a dropdown menu set to '10' and the text 'miles of:'. The second section, labeled '3 This Address', has a 'Street:' label and an input field. Below that is a 'Location (City & State or ZIP):' label with an input field containing 'Seattle WA'. A dropdown menu is open over the '10' in the first section, showing options: 1/2, 1, 2, 3, 5 (highlighted), 10, 15, and 25.

Search by Keyword Near an Address

In order to conduct a search, it is necessary to enter a keyword related to the type of business that you are interested in searching for. If the word entered does not pull up any matches, then browse through a list of the most common categories by clicking on the Browse or Browse Categories link on the search form to see if there is another word that is related. For this exercise, pretend that you are interested in coffee shops, and enter coffee.



The screenshot shows a search form titled 'Search near an address'. It has a section labeled '1 Enter:' with a 'Keyword:' label and an input field containing the text 'coffee'.

The screen below will appear.

Matching Categories ~ 495 listings in 11 categories ([More Info](#))

Most popular categories for "coffee" in Seattle WA

- [Coffee & Tea Shops](#) (293)
- [Coffee Retail](#) (14)

All categories related to "coffee" in Seattle WA

Food & Dining

- Beverages
 - Coffee
 - [Coffee & Tea Shops](#) (293)
 - [Coffee Retail](#) (14)
 - [Gourmet Coffee](#) (3)
 - [Espresso](#) (7)
 - [Coffee Roasting & Equipment](#) (1)
 - [Coffee & Tea Wholesale & Manufacturers](#) (1)
- [Restaurants](#) (103)
- [Fast Food Restaurants](#) (36)
 - [Sandwich Shops](#) (22)

Business & Professional Services

- [Coffee Break Service & Supplies](#) (3)

Shopping

- [Coffee Makers Retail](#) (12)
-

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It is now possible to select a category to view in more detail. For instance, select the Espresso results.

Yellow Pages - Listings

Display Options:

Results sorted by distance from: 4345 University
miles

1.8 B & O Espresso

401 Broadway Number Thirteen, Seattle, WA
[business profile](#) | [phone](#) | [map](#) | [save](#)

2.1 Michaelo Espresso

3801 Stone Way North, Seattle, WA 98107

Viewing Locations on Map

To view even more detail, select the map link for each posting. Not only will the selected business be mapped, but small dots should appear on a map with numbers inside them that correspond to the other businesses (if clustered).



To view each business with more precision, select one of the numbers on the map. This will bring you to a large, interactive map from Microsoft Live where you can click on the numbers and see more information about that business.

Part 11: Determining Business Profiles

Suppose that you are interested in determining the profiles of all businesses within a given distance of an address. This method is useful if you are interested in developing a piece of property, but do not have a particular use in mind that you want to survey. Please note that this is not guaranteed to be as accurate as determining addresses within a specified radius using GIS, but for general purposes it is a great tool.

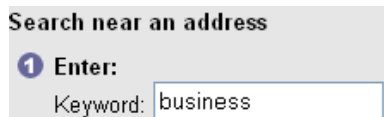
Preliminary Steps

Follow steps 3-7 from Segment 1.

Enter General Business Profile

Now, instead of typing in a particular type of business, such as coffee in step 2 of Segment 1, type in business and press **Find It**.

Note, you could also enter service, product, etc.



Search near an address

1 Enter:
Keyword:

Select Detailed Business Profile

A screen should appear with many businesses listed.

Matching Categories ~ 13404 listings in 210 ca

Most popular categories for "business" in Seat

- [Business Services](#) (4288)
- [Business Consultants & Advisors](#) (1022)
- [Marketing Consultants](#) (136)
- [Advertising Agencies & Consultants](#) (191)
- [Management Consultants](#) (683)

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Example: Consultants & Advisors

Select Business Consultants & Advisors. You should see a screen like below.

Search for: in within [Advanced Search](#) [People Search >](#)

Search Results for **Business Consultants & Advisors** | [Show Online Product Results](#)
[Related Categories](#) | Business names containing [business](#)

Results sorted by distance from: 4345 University Way NE Seattle WA 98105-5808

All Listings
[Report Incorrect Listings >](#)

0.2 mi **1 Gray Hill Solutions** Be the first to [Rate It](#)
1100 Northeast 45th Street, Seattle, WA 98105

0.2 mi **2 Mackenzie Judith College Consultant** Be the first to [Rate It](#)
4705 16th Avenue Northeast, Seattle, WA 98105

0.2 mi **3 Tagmanagement Services** Be the first to [Rate It](#)
4722 12th Avenue Northeast Apt 101, Seattle, WA 98105

0.3 mi **4 Chi Omega President** Be the first to [Rate It](#)
4549 18th Avenue Northeast, Seattle, WA 98105

0.3 mi **5 SEO Moz.** Be the first to [Rate It](#)
4300 Roosevelt Way Northeast, Seattle, WA 98105

Enlarge Map Results

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b
BNET
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Now you want the management sub-category. Select the “Narrow My Search” button

Search Results for **Business Consultants & Advisors** | [Show Online Product Results](#)
[Related Categories](#) | Business names containing [business](#)

Narrow Search for Business Consultants & Advisors

Related Categories for Business Consultants & Advisors

Narrow Search by:

- [Products](#) (75)
- [Brands](#) (13)
- [Services](#) (75)
- [Neighborhood](#) (19)

Related Categories

- [Advertising Agencies & Consultants](#) (123)
- Management**
- [Audiovisual Consultants & Designers](#) (8)
- [Planning Services](#) (4)
- [Consultants' Referral Services](#) (4)
- [Franchise](#) (5)

The above categories will appear below the button, select Management or another related category to narrow the search.

This completes the introductory guide to using the reverse directory.