

HOW DO I CREATE A MARKET AREA BASED ON WALK TIME?

February, 2016

STDB TOOLS TO USE

- Business Analyst
- Define Areas

Click on image to the right to begin video tutorial. Written tutorial with screen shots is below:

STDB[®]
Site to do Business



Get Started Defining a Market Area by Walk Times:

1. Log into www.stdb.com

The screenshot shows the STDB website homepage. The navigation bar at the top includes 'STDB', 'FEATURES', 'SAMPLES', 'MEMBERSHIP', 'CONTACT US', 'SUPPORT', and 'SIGN IN'. A red arrow points to the 'SIGN IN' button. The main content area features the tagline 'The Site To Do Business For Real Estate Professionals' and 'POWERED BY XCELIGENT'. Below this is a row of devices displaying the software interface. At the bottom, there are two buttons: 'What is STDB?' and 'Schedule an Online Demonstration!'.

2. Navigate to Esri Business Analyst

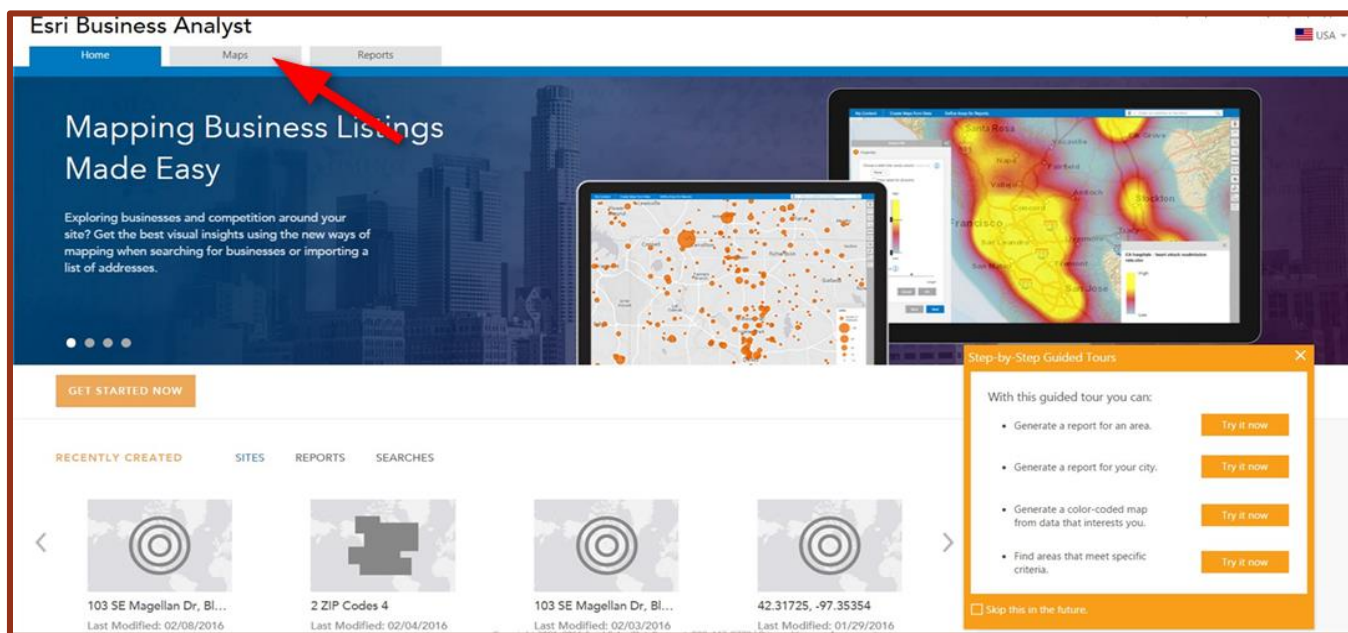


Demographic, Mapping and Prospecting Tools

choose from STDB Applications Below:

- esri BAO**
Business Analyst Online (BAO) is the replacement to the Site Analysis product. Use BAO to generate demographic reports using rings, drive-times, or bands, generate color-coded maps by choosing from thousands of variables, and much more
- ArcGIS Online**
ArcGIS Online gives you the ability to create interactive web maps using your own data combined with information available in the marketplace.
- DatabascUSA**
Database USA is a prospecting tool to identify certain types of business.
- Pictometry**
Ability to download high resolution oblique aerial photography based on point or address location
- RiskMeter Online**
NEW FLOOD MAPS from RiskMeter offer digital representations of the FEMA Flood Maps which can be overlaid on a street map or hybrid aerial map.

3. Click on the map tab



Esri Business Analyst

Home Maps Reports

Mapping Business Listings Made Easy

Exploring businesses and competition around your site? Get the best visual insights using the new ways of mapping when searching for businesses or importing a list of addresses.

GET STARTED NOW

RECENTLY CREATED SITES REPORTS SEARCHES

- 103 SE Magellan Dr, Bl...
Last Modified: 02/06/2016
- 2 ZIP Codes 4
Last Modified: 02/04/2016
- 103 SE Magellan Dr, Bl...
Last Modified: 02/03/2016
- 42.31725, -97.35354
Last Modified: 01/29/2016

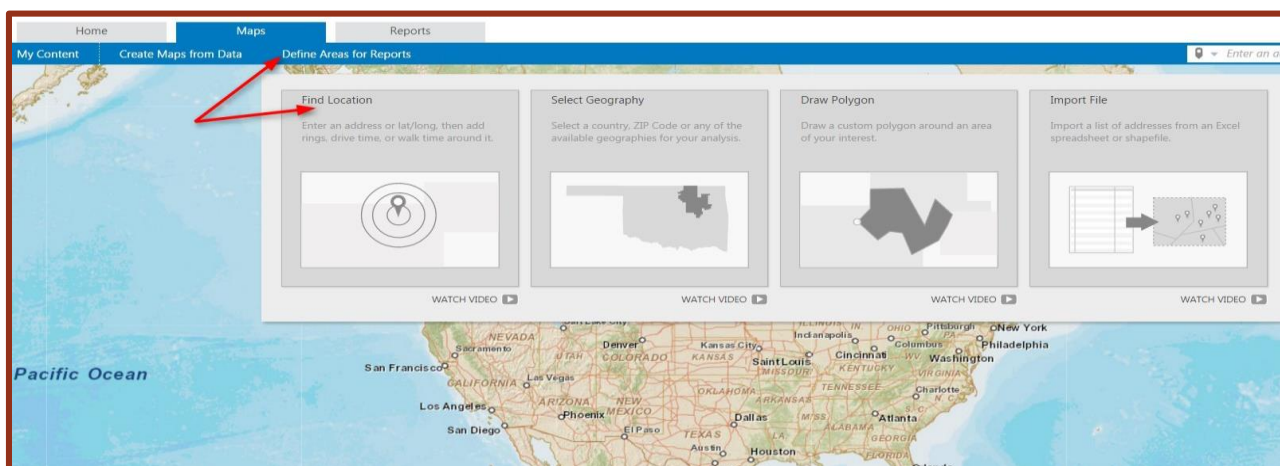
Step-by-Step Guided Tours

With this guided tour you can:

- Generate a report for an area. [Try it now](#)
- Generate a report for your city. [Try it now](#)
- Generate a color-coded map from data that interests you. [Try it now](#)
- Find areas that meet specific criteria. [Try it now](#)

Skip this in the future.

4. Select Define Area for Reports and choose Find Location



Home Maps Reports

My Content Create Maps from Data Define Areas for Reports

Find Location

Enter an address or lat/long, then add rings, drive time, or walk time around it.

Select Geography

Select a country, ZIP Code or any of the available geographies for your analysis.

Draw Polygon

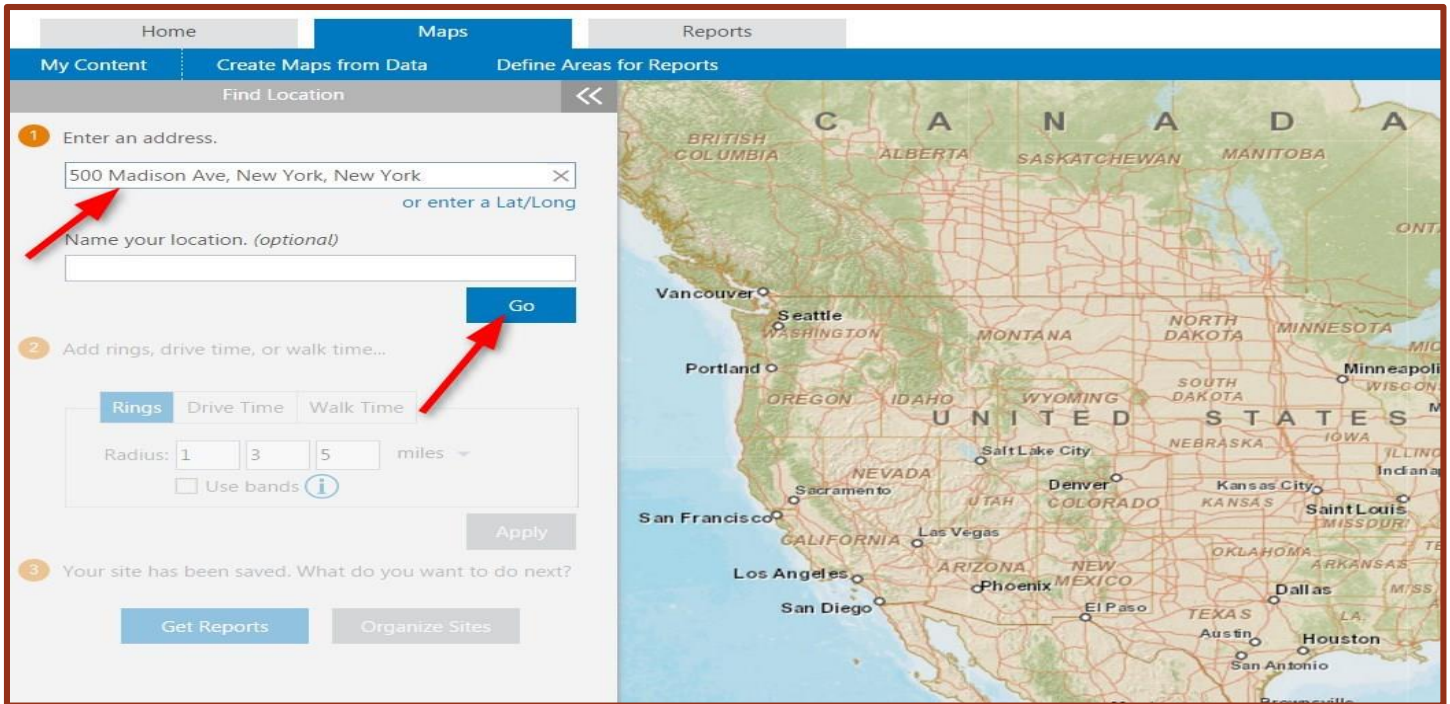
Draw a custom polygon around an area of your interest.

Import File

Import a list of addresses from an Excel spreadsheet or shapefile.

WATCH VIDEO

5. Enter address, we used 500 Madison Ave, New York, NY, then click Go



6. Select Walk Time, we used 5 and 7 minutes

