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The annual listing of 10 companies that are at the forefront of providing ESRI solutions and transforming businesses

G73 Data Solutions

One-Stop-Shop for All Local Intelligence Needs!

The role of physical location in our world has evolved from a passive, contextual perspective to a core element of how we live our lives. Our cars, phones, and thousands of smart devices use location to guide us, warn us, and "automagically" help us make complicated decisions that we now take completely for granted.

This increased prominence of location is a primary element in all kinds of decisions for all kinds of companies. Retailers ask, "Where do I open, or close, a brick-and-mortar establishment?" Digital marketers ask, "How many ideal prospects are within a specified distance of my business?" Risk Analysts and underwriters ask, "Which structures are within a hazard zone?" The list goes on and on...and is grows ever day.

G73 Data Solutions is a data organization within the RE/MAX family of brands, serving companies with critical location intelligence data needs. G73 helps clients and partners answer critical geospatial questions such as—how do we accurately quantify, and physically locate, the real number of broadband serviceable locations in the US. "Bridging the Digital Divide" in the US by connecting every person and business in the US with broadband, is a multi-billion-dollar initiative and depends, in large part, on the availability of comprehensive, accurate, and precise location information.

With over two decades of experience in collecting, correcting and correlating many forms of location data, G73 helps our clients by offering best-in-class geo-spatial data sets and services. The company's key offerings include their Spatial Reference Framework (SRF) for delivering address-based location and property data, micro-geo demographic data, and software solutions.

In an interview with CIO Applications, Dan Troup, Director of Data Operations & Strategy, RE/MAX, talks about RE/MAX's acquisition and integration of the Gadberry Group and how it has improved their competitive edge in the real estate landscape.

What are the services you offer in the real estate oriented market place?

Several years ago, RE/MAX established a subsidiary called Seventy3. The mission of Seventy3 (73 after the year RE/MAX, LLC was founded - 1973) is to manage the complex data operations for RE/MAX. As part of the launch of the new remax.com Seventy3 engaged and later acquired Gadberry Group. The integration of Seventy3 and Gadberry Group resulted in a new group within RE/MAX, branded as G73 Data Solutions. G73 is where RE/MAX' location intelligence technologies and data live. The Seventy3 team focuses on building internal products that service RE/MAX by utilizing the offerings of G73, while G73 focuses on offerings for the broader market.

Early in the life of Gadberry Group, they recognized the criticality, and lack, of a comprehensive repository of US addresses. With a long heritage of experience in developing address-based products, Gadberry developed a novel product called the Spatial Reference File (SRF). The SRF, created using over twenty distinct forms of address material is the most comprehensive repository of over 350 million primary, secondary, alias, and non-USPS addresses in the US. Not only is SRF a comprehensive dataset, but it is also a connected asset, utilizing a proprietary address identification system that allows seamless linkages to many other G73 address and location based datasets. SRF is designed to provide a representation of addresses, both past and present, in order to support reference applications such as search, type-ahead and geocoding, as well as marketing engagement use cases.

In addition to the SRF addressing and location offerings, G73 creates a patented micro-geo demographic offering, MicroBuild©. With an increasingly mobile US population, relying on traditional Census based products means you're making real-time decisions using extremely stale data. Unlike traditional demographic offerings that are based on very small samples (as small as 2.4%), MicroBuild uses individual and household data (90+% sample) to create the equivalent of a "private census" as often as quarterly and at the smallest census and postal geography - Census Block and ZIP+4.

As part of the core business of RE/MAX, Seventy3, LLC has relationships with, and harnesses massive amounts of real estate data from approximately 450 multiple listing service (MLS) partners. This data is polled and normalized every fifteen minutes, 365 days each year. Working together, G73 and Seventy3 acquire and prepare the listing data which is critical to power the RE/MAX.com solutions for agents and franchisees.

Dan Troup,
Director of Data Operations & Strategy

Could you elaborate on a case study that best explains how your solution helps customers?

A good example of how G73 helps clients would be in the telecommunications market. The FCC's mission to connect every person and business in America with broadband has created demand for address and location data. As federal, state, and local funding is provided to ISP's, satellite, and terrestrial service providers, these awardees are accountable to validate the number and locations of these broadband serviceable locations. SRF is being used by a growing number of G73 clients to support these initiatives.

In addition to the baseline quantification of broadband serviceable locations, G73 also helps our clients in the telco space understand the context for these areas. Things like property characteristics, household size, and distance from the structure(s) to the nearest street segment help clients determine the build out costs as well as which equipment and service offerings might be relevant.

With very few exceptions, most businesses need to match address data to other data in their systems and applications. "Getting address right" isn't easy. The many ways address data is collected, the normal changes that occur in address data, and the work to keep hundreds of millions of addresses clean, curated, and connected to other datasets. G73 offers a solution to these problems with our Address Recognition Solutions. Not everyone wants to be an expert in address management. At G73 we do the heavy lifting for addressing so our clients can focus on their post-processes, and the unique value they provide their customers.

What are the key aspects that set you apart from market competition?

In most cases, G73's competitors offer similar solutions, but as extensions of their other primary offerings. For these competitors, addressing and location data are a "means to an end" while at G73, addressing and location are our primary focus. For over twenty years G73 has created world class solutions that drive the world's largest and most sophisticated platforms and applications. Many of our customers have been with us for most of those twenty years. That's because we deliver high quality, consistently produced, and high-touch support.

There's a saying that "it takes a crane to build a crane." G73 is unique in that we create our core offerings and then leverage those core offerings in other products and services. Said another way, "we eat our own dogfood." G73's relationship with RE/MAX is a perfect example. G73 creates addressing and location data that powers Seventy3, which powers remax.com, which in turn provides a feedback loop for G73.

How do you envision the roadmap for your organization?

G73 will continue to focus on making improvements to our core offerings, which are critical to our clients and partners. We estimate that we're a "95% provider", meaning our roadmap is focused on closing a 5% gap. For most companies, 80-90% is good enough but not for G73. Our mission is to continually improve and move as close to 100% as possible. We plan to make these improvements by adding more sources and teasing out more information from our existing sources, including new forms of data available to us as a member of the RE/MAX family of companies. **CA**