

Property Marketing for Your Website

What is LOIS?

LOIS is a property marketing software that plugs into your website. Global companies and their location advisors expect to see available sites and buildings on the websites of organizations they interact with. LOIS enables your sites and buildings to be viewed on a custom map. The property marketing is further optimized with property brochures, geospatial map layers, demographic and workforce data, web visitor analytics, and sharing tools to connect a batch of properties with prospects.

Who are LOIS Subscribers

A LOIS Subscriber is a location marketer. Real estate property owners and their representatives, often economic development organizations, subscribe to LOIS.

Types of LOIS Subscribers:

- Economic Development Organizations
e.g. State, Regional, County, Local
- Industrial Parks
- Railroads
- Real Estate Owners
- Real Estate Investment Trust (REIT)
- Utilities

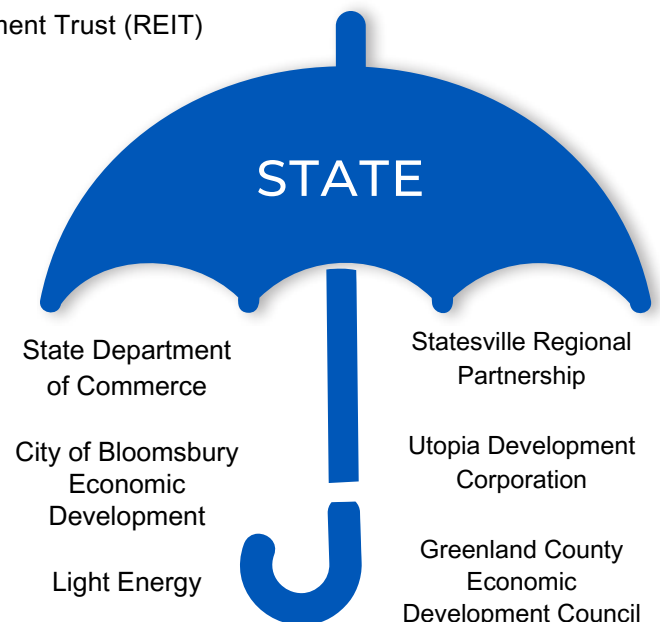
How do LOIS Subscriptions work?

LOIS offers two types of subscriptions:

A Single Subscription provides the LOIS software service to one organization.

An Umbrella Subscription provides the LOIS software service to several organizations. One organization is the umbrella subscriber. The umbrella subscriber has purchased the subscription both for themselves and for others in their service territory.

For example, a state economic development organization would purchase an umbrella subscription and all organizations within that state would receive access to the LOIS software for the purpose of placing a property map viewer on their website.



Extend Your Marketing Reach

LOIS extends your marketing reach by enabling collaboration with other LOIS member organizations. The software is designed for several organizations to work collaboratively to market the same properties.

The buildings and sites your organization chooses to market are displayed online in several locations:

1. Your organization's website.
2. The websites of all partners, such as regional and county economic development organizations.
3. On www.LocationOne.com, a website for corporations and site selectors to identify properties.



Keep Property Data Current with the Lasso Integration

Accurate and up-to-date property listings are vital when showcasing sites and buildings on your website. Lasso is a digital request for information (RFI) software that enables global companies and site selectors to collect property data from your organization. Lasso lightens your load by recalling your LOIS data and properties to submit to Lasso site selection project RFIs.



INTEGRATIONS



Property Pull - LOIS property listings are automatically accessible for submission when you receive a Lasso RFI

Data Update - The short list of public-facing data fields in the Lasso property form will update automatically in LOIS



Will properties also be marketed on LocationOne.com?

Yes. All organizations that choose LOIS as the software to enable their property marketing also receive property co-marketing on the North American map viewer at www.locationone.com. Global companies and their location advisors utilize the LocationOne.com website to discover available sites and buildings.

Get Started

- Login to LOIS to market your property data online
- Add GIS map layers
- Customize the look of the map viewer
- Add the map viewer to your website

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Everywhere, *all the time*, to market your properties

www.strataplatforms.com