CUSTOMER SUCCESS STORY

How caci's insite helps knight frank navigate real estate & capital investment

Knight Frank

CACI | do amazing things with data

Background

For over 20 years, Knight Frank has partnered with CACI to achieve a long-term vision of becoming the world's leading independent property advisor.

Knight Frank works with various industries and businesses on their property and location planning strategies. Accessibility to reliable and accurate information to successfully serve clients and the ability to build authority as a market leading commercial agent have remained at the business' core throughout.

Despite Knight Frank's wider recognition for its work within residential property, the business is evenly split between residential and commercial real estate. In recent years, the general climate surrounding realty has become increasingly challenging, with macro-economic conditions weighing heavily on this industry globally, particularly in terms of capital market investments. To manoeuvre these challenges, Knight Frank has been using CACI's GIS software, InSite, along with various CACI datasets such as Acorn, the UK's leading geodemographic segmentation tool .

The Challenge

Knight Frank's primary challenges have been twofold:

- **Determine how to navigate ongoing global uncertainty in the real estate industry.**
- **Handle volatility in capital investment markets.**

Stephen Springham, Head of Retail Research at Knight Frank, elaborated on the impact that these challenges have had on the business.

"Capital market investment is key to real estate markets and obviously that is probably at the sharpest end of economic sentiment. Investor sentiment isn't sky high at the moment, so that is probably the biggest barrier we have to overcome, although we're probably not radically different from most global companies in that regard," he explained.

To effectively manoeuvre these challenges, support in the form of data that can correctly understand consumers and allow for more accurate prediction making and assessment has remained key to Knight Frank's success- a capability that only CACI's data and technology solutions could provide.

The Solution

According to Stephen, **"CACI is one of our major go-to data sources."**

What is acorn

Acorn is a powerful consumer classification tool that segments the UK population. By analysing demographic data, social factors, population and consumer behaviour, Acorn provides an understanding of different types of people at both a postcode and household level.

Features

Acorn categorises every postcode and household in the UK to make it easier to understand consumers' demographic and lifestyle characteristics as well as understanding the needs of neighbourhoods.

Acorn segments the population into:

6	**18**	**62**
Categories	**Groups**	**Types**

Knowledge

Age and gender

Income and affluence

Household characteristics

Shopping habits

Lifestyle and lifestage characteristics

Digital engagement

Financial sophistication

Health

Channels

CACI's InSite software has significantly supported Knight Frank's business endeavours through both the nationwide insight from Acorn, as well as the shopper understanding from the machine-learning catchment model, Retail Footprint . **"It's a window to the world of data. A lot of those datasets are bespoke and unique to CACI,"** Stephen explained.

Additionally, CACI's business consultancy solutions and thought leadership have been supporting Knight Frank in improving their overall business functions by supplying the business with the necessary tools to effectively advise retailers and support due diligence regarding buying and selling within the capital market.

> **Stephen Springham**
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> **In pretty much everything we do on the retail side, there will be some data input from CACI. That could be advising retailers on location planning [by] using your data alongside our retail agency teams, so it is kind of a vertically integrated structure. Pretty much everything we do retail-wise will have some recourse to CACI data.**

The demographic insight from Acorn that is available in an accessible, easy-to-understand format for reporting, has been a key driver in Knight Frank's overall InSite usage. InSite also provides the business with a comprehensive understanding of the UK population through the analysis of Census data. The ability to also map out the consumer base and catchment information using these datasets in InSite has significantly supported the business' efforts, especially within the retail sector.

> **Stephen Springham**
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> **It is nice to have something that's got 'the brand', and is established and recognised in the market.**

Although retail has historically been the main end-user, other major subsectors within Knight Frank such as its industrial, healthcare and offices teams have all increasingly relied on the outputs of CACI's data to varying degrees. According to Stephen, there has been a significant uptake in its usage from the industrial sector particularly, and while the office sector has typically had less to do with data usage, Stephen acknowledged that there is **"plenty of headroom"** for this to be explored.

> **Stephen Springham**
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> **I think going forward, or even through the last couple of years, we've seen a lot more use of [data] in asset reporting [and] market assessment.**

The Results

According to Stephen, there has been a noticeable uptake across the business in data usage, with several transactions on shopping centres Knight Frank completed over the course of last year that were achieved thanks to the support of CACI's data and InSite tool.

One of the business' recent and most notable acquisitions came in 2021, with Knight Frank acting for Redical in the purchase of the Victoria Gate/ Victoria Quarter Shopping Centre in Leeds. This £120-million deal was executed in part through a deep dive of data provided by CACI's InSite tool.

Stephen Springham

" [CACI] is fundamental to what we do. It's an important feed. As I say, would those deals have happened, had we not had CACI data? Impossible to say, but it was definitely an important feed. "

The Future

While Knight Frank continues to have an open dialogue with CACI on any new developments or datasets that could continue to support the business' initiatives, CACI's InSite and data have created a notable foundation. Regardless of where Knight Frank's future may lead, Stephen is confident that the business will continue to reap the benefits of CACI's data and consultancy support.

To find out more about how CACI can help
you, please get in touch:

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