BISCRED

CASE STUDY Qualified Borrowers Indentified

Learn how our client leveraged CRE-specific industry and asset information to locate new borrowers who need financing.

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Challenge

A top private real estate lender needed to directly generate more meaningful and consistent interaction with borrowers. They had financing available but identifying new companies within their target persona became a bottleneck.



Solution

Leadership used Biscred's commercial real estate database to discover qualified borrowers including owners, investors, developers, and operators who work in multifamily, affordable housing, or senior housing.



Impact

Biscred's contact data immediately unlocked new opportunities. They were able to nurture and activate relationships with potential borrowers leading to new deals.



"Finding contact information for borrowers with Biscred is simple. It has saved us so much time and made hitting our targets much easier."

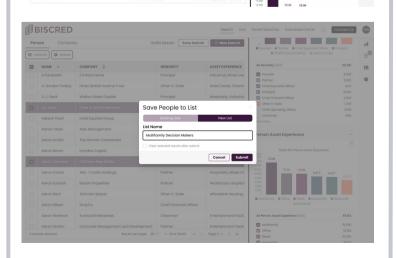
BridgeInvest Assoc. Originations

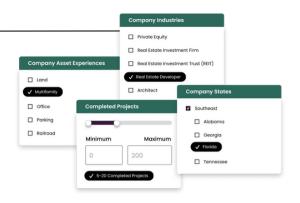
BISCRED

Solution Deep Dive

Leadership used Biscred to discover owners, operators and developers in the multifamily and affordable housing sectors. They identified key decision-makers to include in their email campaigns and digital advertising efforts.

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Discover

Biscred's criteria search makes finding decision-makers within commercial real estate easier than any other prospecting tool on the market. Select from CREspecific industries, company and contact asset experience, property count, and more to make sure your search always returns the right results.

Identify

Identify key decision-makers from your target audience at a glance. Use the search summary tool to quickly view the breakdown of your results. Further, narrow your search by any filter criteria using the right panel.

Target

Instead of spending hours a week prospecting, your list is ready in a matter of minutes. Save contacts or companies to a list to export into your next campaign or send directly into your CRM. From email marketing to cold calling Biscred makes it easy to smash your growth targets.

IBISCRED

At a glance

Finding the right leads in commercial real estate is time-consuming. That's why we made Biscred. Learn more about how our product is designed to simplify CRE prospecting.



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13th Floor Investments

Search criteria made for navigating CRE

Industry

· Developer, operator and 18 more

Asset Class

· Industrial, multifamily and 22 more

Geography

· Region, state and city

Seniority

5 seniorities and 35 job titles

Company Contact Count

Number of employees

Property Count

· Number of buildings

The data points you need to drive growth

✓ Real Estate Developer ✓ Multifamily ✓ 5-20 0

Real Estate Investments, Developer

to Investment Erm Developer Lender

13th Floor Inves

About

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- Asset Class •
- City & State





"Biscred allows our team to be much more efficient in our research and outreach. Its laser focus on the CRE vertical brings a tremendous amount of trust and efficiency to our processes."

EVP OF GROWTH Local Logic