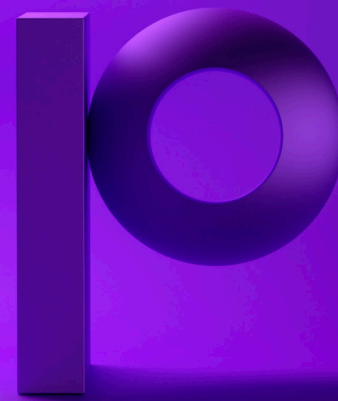# Property Graph

Gain a single, comprehensive view of a property for efficient and confident, location-based decision making

In an ideal world, the data you use to evaluate sites and make informed business decisions would all line up "just so." One address, one building, one parcel boundary, one owner, one property tax record.

The real world, of course, is much more complex. For example, more than one address can be associated with:

- A parcel boundary that sits on a corner with road frontage on two different streets
- A building containing multiple apartments, suites, or condominiums, including private and commercial uses
- A multi-tenant building situated across multiple parcel boundaries
- A single parcel with multiple buildings
- A single address with more than one property record

Complex relationships made simple

Our customers spoke, and we listened — resulting in a powerful solution developed by our team of experts. Property Graph enables you to accurately represent complex real-world scenarios by simplifying relationships between two or more supported Precisely data products (see sidebar).

Property Graph is a dataset built to support data queries, automated processes, and SaaS applications, and is seamlessly loaded into a customer database management system (DBMS).

Each Property Graph table contains a relationship class, primary and secondary unique identifiers (keys), and a relationship type. Available relationship classes are:

- Address parent and address child
- Address and parcel boundary
- Address and building
- Address and property attributes
- Address and point of interest
- Building and parcel boundary
- Building and point of interest
- Parcel boundary and property attribute
- Parcel boundary and point of interest

Property Graph key benefits

Discover relevant property information
Plan 5G and broadband infrastructure, understand adjacent and co-tenant risks, target marketing activities, and leverage otherwise overlooked relationships to achieve a comprehensive view of a property.
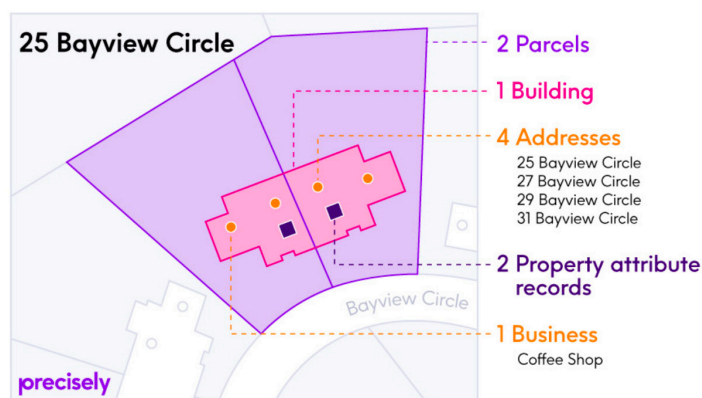
Save time and money
Organizations can spend a great deal of time and money to manually identify and maintain the relationships between property-related datasets. Property Graph does it for you, making a connected and current view of properties readily accessible.

Seamlessly integrate with business processes
Property Graph and the datasets it connects can be integrated seamlessly with your business processes, extending the scope of analytics and automation with extensive property information.

Enable better business decisions with trusted data
Work with carefully-sourced, current, and accurate data that you can trust for confident business decisions.

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25 Bayview Circle

- 2 Parcels
- 1 Building
- 4 Addresses
  - 25 Bayview Circle
  - 27 Bayview Circle
  - 29 Bayview Circle
  - 31 Bayview Circle
- 2 Property attribute records
- 1 Business
  - Coffee Shop

precisely

Efficiently join datasets for further analysis

Property Graph uses the persistent, unique identifiers that are included in each Precisely data product to join datasets for efficient enrichment. The PreciselyID, a unique and persistent ID for an address, is foundational to Property Graph. Once the relationships between various property features are identified, such as the relationship between a PreciselyID, a Building ID and Parcel ID, it is quick and easy to join datasets and leverage them in business processes and analytical models.

Industry use cases for Property Graph and data enrichment

Telecommunications

Property Graph helps telecommunications and broadband companies plan 5G or cable infrastructure buildout and identify serviceable locations. It enables you to swiftly detect new addresses when they become serviceable, capture all addresses within a multi-tenant or multiple dwelling unit building, and identify serviceable buildings when multiple buildings exist on one property.

There is also opportunity for valuable cross-sell and up-sell opportunities that can be identified via a look-a-like analysis, once you understand the property characteristics that translate into serviceable locations.

Insurance

A precise understanding of a property's location, along with any associated co-tenant and adjacent risks, can inform policy pricing strategy.

For example, using the Property Graph and Precisely data enrichment products, you can identify businesses located in the same building, or on a nearby parcel, which expose the insured property to additional risk.

Property Graph can also help insurance companies optimally target, procure, grow, and retain profitable customers based on property ownership. Ownership can be identified based on assessment records linked to a building ID or parcel ID, can then be used to discover other properties owned by the named individual or business.

PropTech

Real Estate companies use technology to change how people research, buy, sell, rent, or manage a property — and data-driven innovation is behind this transformation.

But for continued innovation in an ever-changing industry, you need to be able to trust your data. Property Graph and Precisely data enrichment products can automate access to comprehensive information about properties, so you can make business decisions with confidence. For example, knowing the building footprint of a rental property, other structures on the site such as a pool house, and proximity to points of interest, can help you optimize pricing for long- or short-term rentals.

Get started with Property Graph

Gone are the days of investing valuable time and money into manually connecting insights from different location-based data sources.

Property Graph is the result of our team of experts listening, learning, and responding to common customer requests for a solution that streamlines the process of creating these connections — and it takes significant spatial and data domain expertise with a commitment to providing current information now and into the future. We're here to help you get the results you need to achieve your business objectives and stay competitive within your industry.

Precisely is committed to collaborating with our customers throughout their journey — empowering even better, more confident business decisions based on data you can trust. Contact us today for more information.

Product specifications

File Format	Pipe-delimited text (TXT)
Geographic Coverage	50 U.S States, Canada
Update Frequency	U.S (Monthly), Canada (Quartely)
Pre-requisites	Two or more supported Precisely data enrichment products (see sidebar)

Supported Precisely data enrichment products

Property Graph is designed for use with two or more of the following licensed Precisely data enrichment products:

Address Fabric
Complete and current inventory of all known addresses in a country

Parcel Boundaries
Property outlines and attribution

Buildings
Spatially aligned building polygons with attributes on building type, use, census block, and elevation

Property Attributes
Details related to property owner, zoning, land use, legal description, historical sales data, and condition of a specific address

Points of Interest
Accurate location and company information for businesses, leisure, and geographic features

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