

TheAnalyst® PRO

NARRATOR (V.O.)	VISUAL
<p><i>If you're in commercial real estate, you probably spend a fair amount of time doing analysis on properties.</i></p>	<p>City emerging (could have an animator mimic, do a smaller/simpler version of city - probably cheaper) https://www.shutterstock.com/video/clip-1008536239-animation-continuous-line-drawing-big-city-skyline</p> <p>Could add small motion graphics details, sort of data on the different buildings, like snippets of information from various reports. Maybe they look handwritten, like someone making notes in pencil.</p>
<p><i>But have you ever thought about analyzing yourself? How is your time and money spent?</i></p> <p><i>How many hours are eaten up manually entering and validating formulas in Excel?</i></p> <p><i>How much effort goes into formatting and branding your reports?</i></p> <p><i>How much are redundant subscriptions costing you?</i></p>	<p>A graphic of an hour glass and a piggy bank.</p> <p>They both flip upside-down. The sand starts to run through the hours glass. Coins tumble out of the piggy bank.</p> <p>Key words on screen:</p> <ul style="list-style-type: none"> - Creating Excel Spreadsheets - Validating Formulas - Formatting the Reports - Professional Branding
<p><i>What if there was a way to centralized everything for efficiency and functionality? Every tool in one.</i></p>	
<p><i>TheAnalyst® PRO does just that. It is the Swiss Army Knife for commercial real estate.</i></p> <p><i>One Program.</i></p> <p><i>One Bill.</i></p> <p><i>Over 20 Features and Tools.</i></p>	<p>Show animated swiss army knife with "TheAnalyst® PRO" written on the side. All the tools in the knife pop out at once. Text on each label them as a Feature/Tool (they could also be separate colors). On the bigger tools some of the more stand out features are listed so they are easier to make out. Listed in bold should be larger:</p> <p>Investment Analysis</p> <p>Location Risk Analysis</p> <p>Demographic Analysis</p> <p>Cash Flow Analysis</p> <p>Projected ROI</p> <p>Commercial Lease Analysis</p> <p>Target Cap Rate Analysis</p> <p>Lease vs. Own Analysis</p> <p>Loan Amount Analysis</p> <p>Tour & Rating for Lease and Sale Properties</p> <p>Mortgage Calculator</p> <p>CAP Rate, Cash-on-Cash, GRM Calculators</p> <p>Time Value of Money (TVM)</p> <p>IRR/NPV Calculator</p> <p>1031 Exchange Calculator</p>
<p><i>Bring all your data together so you can build complex Multivariate Analyses and reports.</i></p>	<p>The Swiss Army Knife folds up, turns horizontal – prominently displaying TheAnalyst PRO Logo on its side. (Do not use Swiss Army logo on knife. We want to avoid copyright issues.)</p>

<p><i>Speed to market it key! No need to hire an outside analyst - generate the reports yourself instantly and on your schedule.</i></p> <p><i>What used to be hours of work can now be done in minutes. Keep your finger on the pulse of each and every deal.</i></p>	<p>Could use this stock footage: https://videohive.net/item/meeting/19165833?s_rank=1</p>
<p><i>Your reports and analysis are saved in the cloud, reference anything through our platform- for Smartphone, Tablet or laptop. Each subscription gets unlimited devices.</i></p> <p><i>With instance access you won't have to tell clients "I'll get back to you." Or rush to the office at the last minute to check something on your work computer.</i></p>	<p>Animated GIF of this image (recommend speeding this up in video). Also consider taking screenshots for phone, tablet and computer and placing them on stock footage of each device:</p> 
<p><i>Investors, Buyers, Sellers, whoever you're assisting – You'll close deals faster by being able to show clients the hard data and projections as you guide them through property decisions.</i></p>	<p>Live Action: Slide a bound report across a conference table. Client hands enter shot and open. The Commercial Real Estate agent's hands enter and point to a bottom line figure. (Maybe Slo-Mo)</p>
<p><i>Plus generate new leads by capturing valuable property and contact information.</i></p>	<p>Stock footage similar to this, aerial view of a city: https://videohive.net/item/city/7461348?s_rank=4</p>
<p><i>Customers often get AnalystPro intending to use a few tools, then end up exploring our features and using many more to save time and generate new business.</i></p>	<p>Something like this stock footage. Touring clients around a commercial space. This could be cut in more than once. https://www.shutterstock.com/video/clip-22829050-4k-business-team-viewing-empty-commercial-property</p>
<p><i>We've run the numbers and - users of TheAnalyst PRO increase their income by 15% per year on average.</i></p> <p><i>What does it cost? Just a little over a dollar a day.</i></p>	<p>Could do motion graphics on this--</p> <p>TEXT: 15% Per Year</p> <p>TEXT: Annual Subscription of \$399.99</p>
<p><i>Come take a tour. See for yourself what TheAnalyst PRO can do.</i></p> <p><i>theanalystpro.com</i> <i>The fastest, simplest - commercial real estate analysis ever created.</i></p>	<p>TheAnalyst PRO outro video with website information.</p>