

March 2026

Ambassador Report

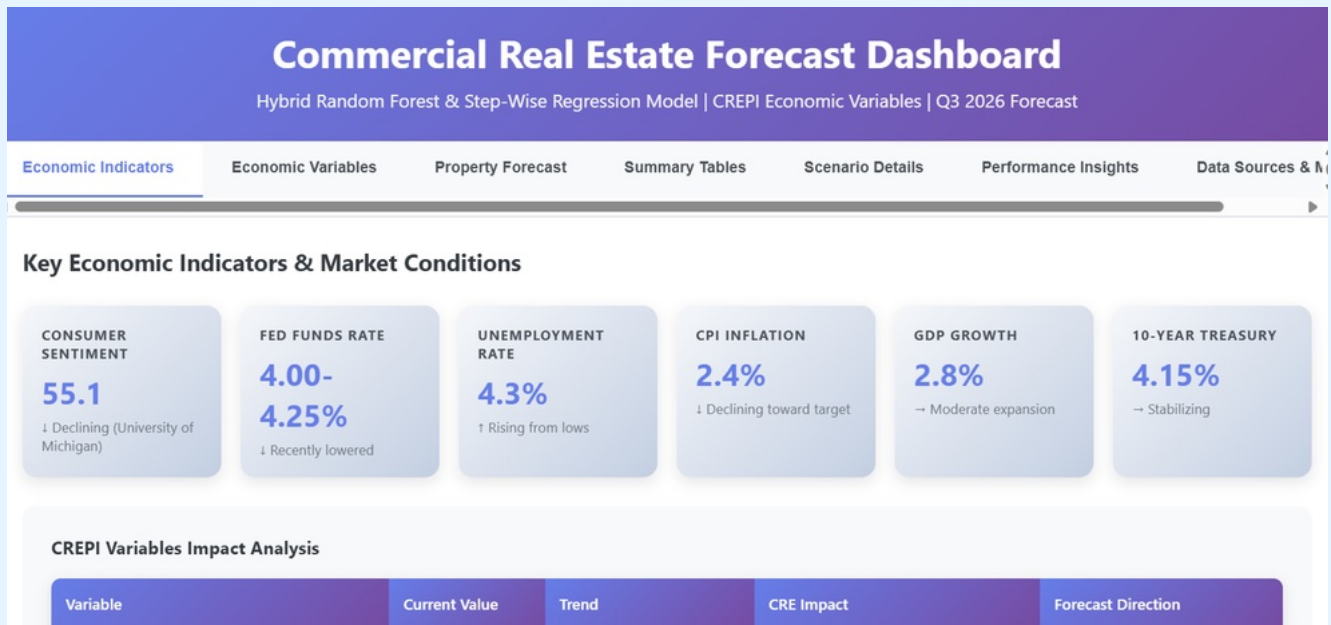


Welcome to the monthly newsletter for Site To Do Business. Stay updated with the latest webinars, partner products, Esri updates, and learning resources to enhance your commercial real estate business.



CRE PERFORMANCE INDEX

Quickly understand where the market is headed and how key economic scenarios could impact each asset class.



CCIM members now have a smarter way to turn market uncertainty into strategy with the CRE Performance Index Forecast Dashboard inside Site To Do Business. Introduced by CCIM instructor and investor Mark Cypert, CCIM, this powerful tool transforms the dashboards' proven economic intelligence into clear, 12-month forecasts for vacancy, rent, and cap rates across major property sectors—backed by 10 rigorously tested leading indicators and a transparent, two-phase forecasting model. From scenario analysis and sector outlooks to narrative insights you can use in underwriting, proposals, and client conversations, the CRE Performance Index gives brokers and investors a credible alternative to “black box” data and a true data-driven edge. With metro-level forecasting for 110 U.S. markets coming soon, now is the time to log into STDB and start using the CRE Performance Index to inform smarter, more confident CRE decisions.



[Learn about the CRE Forecast Dashboard](#)

Upcoming Webinars



Own the Deal Room. Control the Deal. Introducing TheAnalyst® PRO DealRoom

Commercial real estate transactions are often managed through long email chains, scattered documents, and shared drives—creating confusion, delays, and limited visibility into who is accessing critical deal information.

The reality is simple: If you do not control the Deal Room, you do not control the deal.

In this 60-minute session, Todd Kuhlmann, CCIM, founder of TheAnalyst® PRO, will demonstrate how the DealRoom helps brokers, investors, and sponsors bring structure, security, and transparency to their transactions.

You'll learn how to:

- Organize transaction documents in a secure environment
- Require NDAs before granting access to sensitive information
- Control who can view or download deal materials
- Track engagement from buyers, investors, and partners
- Present your deal in a professional, organized way

When you own the Deal Room, you control the flow of information, the structure of the transaction, and the confidence of everyone involved. Own the Deal Room. Control the Deal.

REGISTER HERE

Turning Data into Deals: Smarter, Faster Client Deliverables with STDB



WATCH THE RECORDING

Site To Do Business kicked off 2026 with its first STDB staff-led webinar of the year, hosted by Ben Wilson, Director of Sales for STDB. The focus was simple and highly actionable. Ben demonstrated how CRE professionals can use STDB more efficiently to produce client-ready marketing materials — faster, cleaner, and with more repeatable workflows.

1) Build a polished flyer from Business Analyst (without starting from scratch)

A landlord rep scenario in Overland Park, Kan., has an existing Dunkin' Donuts site up for expiration. The key takeaway: Business Analyst infographics aren't just "demographic reports" — they're marketing collateral. Ben demonstrated how to create a simple drive-time study area, add a site image (pulled from Pictometry), and run the Property Details Infographic as a one-page flyer. Then came the power move: Edit Infographic to swap panels (ex: replace general spending with nearby coffee shops and traffic counts), save it as a custom template, and reuse it across future listings.

Bonus tip that matters for marketing speed: report branding is easy — upload your logo and set "Prepared by" contact info once under My Preferences → Reports.

2) Share interactive dashboards instead of static PDFs

For a senior living expansion exercise in Salt Lake City, Utah, Ben built a custom "age 68+" variable, mapped high-concentration pockets using hexagons, and used the Select tool (Shift + drag) to isolate target areas. Instead of emailing PDFs, he generated an ArcGIS Dashboard from the study area and adjusted sharing settings in ArcGIS Online so clients can view it via a public link — interactive maps, multiple infographics, and filterable insights included.

Turning Data into Deals: Smarter, Faster Client Deliverables with Site To Do Business



3) Use the Business Analyst Assistant and advanced analysis for faster answers

The AI Native Advantage

The webinar also highlighted the built-in Business Analyst Assistant (an AI helper) to quickly generate thematic maps (ex: population growth by county). From there, Ben showed a void analysis (what exists in one area but not another) to support prospecting, then paired it with Database USA to pull business contact details and exportable lists.

4) Compare multiple sites and rank locations with suitability analysis

Two high-impact workflows closed out the session: ranking repurposed Big Lots locations in Ohio by “golf participation” (benchmark comparison) and importing a spreadsheet of industrial sites for an HVAC distributor to run a suitability analysis that blends user data (price, square footage) with Esri variables (population, income). The big win: you can export results into an infographic that clearly explains why a site scores best.

If you want to see the workflows and templates in action, watch the full webinar recording in the Site To Do Business Learning Center → Webinars → Past Webinars (this session is archived there).

[WATCH THE RECORDING](#)



Using STDB More Efficiently and Providing Client-Ready Marketing Materials

Hosted by: Ben Wilson, Director of Sales

From Static Reports to Interactive Intelligence: Elevating Site Selection with Site To Do Business

WATCH THE RECORDING

What if your next site selection presentation wasn't a 40-page PDF, but a live interactive map your client could explore on their phone?

That was the core message of February's Site To Do Business webinar, where Bryant Cheely, Learning and Product Improvement Specialist of CCIM Technologies, demonstrated how commercial real estate professionals can transform traditional analysis into dynamic, shareable web applications using the full Esri ecosystem built into Site To Do Business (STDB).

The session opened inside ArcGIS Online, where Bryant built a data center site selection model from the ground up. Instead of relying on static overlays, he layered in live infrastructure datasets—parcel boundaries, high-voltage transmission lines, natural gas pipelines, CO₂ pipelines, hydrology, and FCC broadband data. Each layer wasn't just visual—it was interactive. Clicking on a transmission line and shows the voltage capacity. Selecting a pipeline identifies ownership. Instantly understand proximity to critical infrastructure.

For data center operators, that kind of clarity isn't a luxury; it's essential.

Bryant also demonstrated how AI-powered parcel screening tools like Pargo AI can accelerate the front-end filtering process. Once candidate sites are identified, they can be exported directly into ArcGIS, layered with infrastructure data, and evaluated visually within STDB.

But the real differentiator came next: publishing the analysis as an ArcGIS Instant App. With a few clicks, the map became a branded, mobile-friendly web application complete with toggleable layers and a shareable link. Instead of emailing attachments, brokers can now guide clients through decisions in real time—turning site selection into a collaborative experience.

From Static Reports to Interactive Intelligence: Elevating Site Selection with Site To Do Business

The webinar concluded with a retail expansion case study inside Business Analyst. By mapping non-compete buffers, competitor locations, and gas station expenditure data using Smart Map Search, Bryant revealed underserved markets visually—and then converted that analysis into another interactive app.

The takeaway? Site To Do Business isn't just a reporting tool. It's a platform for building spatial intelligence that your clients can explore, understand, and trust.

The STDB Interactive Site Intelligence Workflow

- **Start in Business Analyst or ArcGIS Online**
 - Define your territory, project area, or client requirements inside Site To Do Business.
- **Layer in Critical Data**
 - Add infrastructure, parcels, utilities, broadband, competitors, or spending variables using ArcGIS layers and Smart Map Search.
- **Use AI to Accelerate Filtering**
 - Leverage tools like the Business Analyst Assistant or Pargo AI to quickly identify qualifying parcels or relevant points of interest.
- **Refine and Style Your Map**
 - Adjust symbology, remove unnecessary layers, and organize data so the story is clear and client ready.
- **Save as a Feature Layer**
 - Store your work inside the ArcGIS ecosystem, ensuring it can be updated and reused.
- **Publish as an Instant App**
 - Convert the analysis into a branded, interactive web application with toggleable layers and a shareable link.
- **Share a Live, Mobile-Friendly Experience**
 - Send clients a URL or QR code instead of a static PDF—allowing them to explore the analysis in real time.
- **Start in Business Analyst or ArcGIS Online**
 - Define your territory, project area, or client requirements inside Site To Do Business.

[WATCH THE RECORDING](#)



ArcGIS & STDB: Web Maps, Instant Apps, and Intelligent Site Selection

Hosted by: Bryant Cheely, Learning and Product Improvement Specialist

ESRI UPDATES

February 2026

What's new in ArcGIS Business Analyst Web App February 2026 release

The first ArcGIS Business Analyst release of 2026 is here and there's a lot to be excited about. The ArcGIS Business Analyst Web App February 2026 release introduces a redesigned search experience to find addresses, geographies, and places, new story layouts, enhanced points of interest search, more accessible infographics, new infographic templates, and refreshed data for demographics, places, business summaries, crime, and traffic.

ArcGIS Business Analyst is Esri's location-based market intelligence application designed to help you make smarter decisions for market planning, site selection, and customer segmentation.

Highlights of this release include:

- [**Redesigned search experience**](#)
- [**Smarter points of interest search**](#)
- [**Updated share to a story workflow**](#)
- [New infographic templates](#)
- [Additional infographic improvements](#)
- [**Infographic accessibility improvements**](#)
- [Modernized reports](#)
- [**Credit estimation enhancements**](#)
- [**Other enhancements**](#)
- [**Data and boundaries updates**](#)
- [Esri Tapestry Segmentation retirement](#)
- [**SIC Codes Transition to NAICS Codes**](#)
- [ArcGIS Community Analyst retirement](#)
- [**Additional resources**](#)

New Release Highlights

[Read What's new in ArcGIS Business Analyst Web App](#)

Redesigned Search Experience

The redesigned location search delivers a more intuitive, unified experience that allows users to quickly find addresses, geographies, and points of interest from a single streamlined search bar.

Smarter Points of Interest Search

Delivers more consistent and precise results by standardizing category searches across multiple data sources.

Updated Share to a Story Workflow

Adds more creativity and flexibility to Story workflows with new floating, docked, and slideshow layout options for sharing sites, maps, infographics, and reports to ArcGIS StoryMaps.

New Infographic Templates

Fire District Profile and Community Risk Profile—designed to support emergency planning and community risk assessment with detailed insights on at-risk populations, housing, demographics, and local services.

Infographic Improvements

Streamlines the infographic editing and saving experience with enhanced design flexibility and expanded controls for theme layouts, gauge charts, Tapestry panels, and tables.

Infographic Accessibility Improvements

Enhances infographic accessibility with improved keyboard navigation and screen-reader support, especially for complex elements like charts and grouped panels.

Modernized Reports

Modernized reports deliver a more polished, presentation-ready experience with built-in accessibility, as ArcGIS Business Analyst transitions away from the Classic Esri Report style in June 2026.

Credit Estimation Enhancements

Credit estimation enhancements now extend to Add Data workflows, allowing users to preview geocoding and site creation credit usage before importing files.

What's New in STDB

Introducing STDB Support Agent



[Click here to learn more](#)

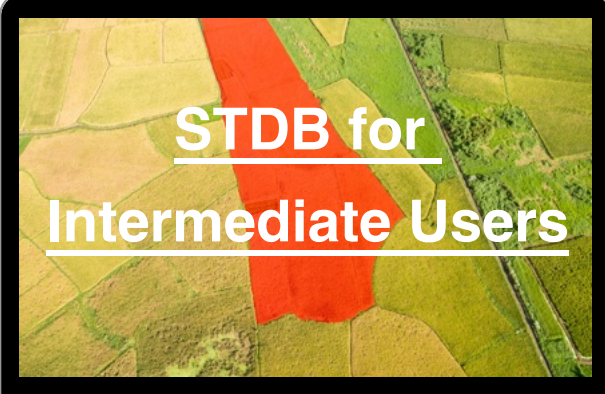
Introducing the new STDB AI Support Agent!

Get help faster than ever with AI-powered support now built directly into Site To Do Business. Ask questions, get instant answers, and find step-by-step guidance right when you need it, so you can keep your analyses, reports, and deals moving without missing a beat.



STDB for Beginners

[Watch the recording](#)



STDB for Intermediate Users

[Watch the recording](#)



STDB for Advanced Users

[Watch the recording](#)



TECH TIPS

[View the Tech Tip Playlist](#)

Additional learning resources are available on the webinars page of the [Learning Center](#).

Contact the STDB Team

Need assistance? Reach out to our support team:

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