

## CASE STUDY

# Broker Insight: Better insight for commercial real estate brokers and their clients.

MIAMI, FLORIDA

### ABOUT

Keller Williams is one of the largest real estate brokerages in South Florida and the United States. They handle both residential and commercial real estate, representing buyers and sellers.

### USE OF ZONAR

Zonar is used by Keller Williams in South Florida as an added value and service to their commercial real estate clients. Zonar makes it fast and easy for KW Agents to determine the value of a parcel or assemblage based on it's development potential.

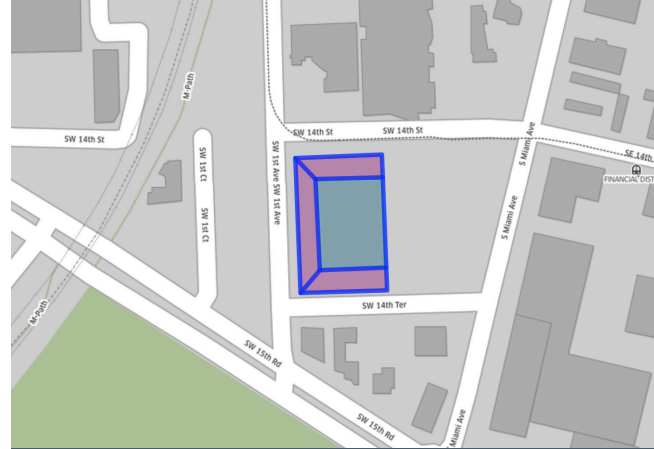
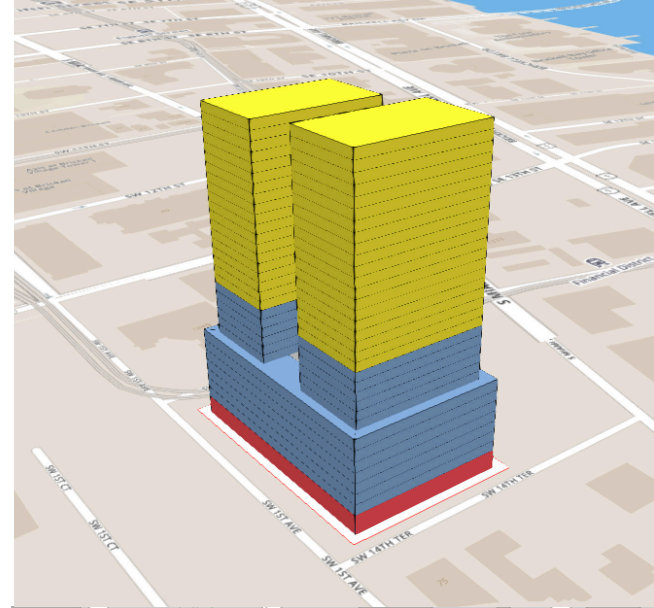
The application is an indispensable tool that helps listing agents get a competitive edge with new clients looking to sell their property. Zonar has been used to help clients correctly price their property and identify hidden value, in some cases leading to higher closing prices for sellers.

Overall, Zonar helps Keller Williams and their agents make more informed decisions, serves as a visualization tool for potential buyers, and saves time when performing research.

“ Zonar is an indispensable marketing and sales tool that provides our clients on both sides of a commercial transaction added peace of mind, helping lead to quicker closings and higher closing prices for sellers.



**Louis Erice**  
Commercial Real Estate



**TYPE** Zonar Subscription

**CLIENT** Keller Williams Realty

**INDUSTRY** Commercial Real Estate



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