



## Property data engine roars to life in the West

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Australia's leading property development data engine has partnered with the Master Builders Association of Western Australia as it completes its AI-driven technology rollout in the West.

Since 2019, the company has used the South Australian market to build and scale its cutting-edge platform while testing, trialling, and selling services and products to market buyers, including the South Australian government and one of Australia's largest credit unions.

PointData has rapidly scaled its property development data coverage to now include Western Australia, with the rest of Australia being built out concurrently.

Master Builders WA has partnered with PointData to supply property development data analytics and associated products to its more than 2000 members. Master Builders is active across the regions of WA, with offices in Perth, Albany, Bunbury, and Geraldton.

John Gelavis, Executive Director of Master Builders WA, said the new partnership will help provide WA developers and builders with fast and highly accurate property and land value data.

*"We are continually looking for new technology and partnerships that will benefit Master Builders members as we move forward into the growing WA building and construction industry," Mr. Gelavis said.*

*"I am really pleased that our members will receive discounts on all products and have access to development market analytics.*

*"With WA property prices predicted to grow, this type of new technology and property intelligence will be of great value to those currently in the market and those looking to engage in the future."*

PointData is Australia's first tech-focused company to map and rank residential sites that can be sub-divided across an entire city. It uses state-of-the-art artificial intelligence and technology to instantly assess the property sub-division potential of residential properties.

The company is undertaking more than 700,000 automated residential valuations a week across Perth with its AI machine learning technology feeding in up to 26 data layers including registry sales data, local features, zoning, and distances to beaches and waterways to accurately value a property.

PointData's Property AI technology automates the valuation of properties and applies local council and state planning rules to uncover development potential. The result is a list of 135,000 development sites across Perth that can be accessed by enterprise and business partners.

PointData is currently assessing large portfolios of government and social housing assets to grow the number of social

and affordable housing opportunities across Australian cities, including Perth.

PointData's founder and chief executive, George Giannakodakis, said the partnership with Master Builders WA will benefit builders, subcontractors, suppliers, and consultants in the residential sector across the state.

*"The partnership will provide builders, developers, investors - and ultimately homeowners - with access to never-before-seen property intelligence," Mr Giannakodakis said.*

*"This is good news for anyone wanting to know the full potential of their residential asset."*

*"We can rank each of those sites by their true value, including the potential when sub-divided. Our model, built and tested over years, provides insight into the value of residential properties, giving owners and buyers real understanding of the asset they own or are looking to buy."*

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#### **About PointData**

*Established in 2014, PointData built a dedicated and diverse team of engineers, data scientists, and planners that spent five years developing state-of-the-art unique artificial intelligence systems and algorithms that help business and policy makers shape our cities. PointData was the first private company in Australia to partner with a land registry office to deliver instant property market data and reports.*

*PointData applies scalable artificial intelligence and machine learning algorithms to over 660 million unique data points to provide valuable, big data outputs to enterprises servicing the residential property market and its consumers. The platform also boasts coded local government planning codes and unique land economics models.*

*Through the combination of multiple discrete proprietary technologies, PointData identifies sites across Australia that can be subdivided and forecasts a site's true potential.*

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