

CASE STUDY

# City of West Columbia



The City of West Columbia leverages REsimplifi's Site Selection Tool to showcase all that West Columbia has to offer in terms of commercial real estate properties

# THE PROBLEM

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**West Columbia is a business-friendly community of just over 17,000 people which has benefited from its low cost of living and proximity to the state's capital, the City of Columbia.**

However, easily showcasing a complete picture of West Columbia's commercial properties online to prospective businesses has proven unrealistic. Commercial Real Estate, CRE, is dynamic in its nature with multiple brokers located in different places advertising changing commercial availabilities on an ongoing basis. Managing this task typically requires a fulltime position which is often impossible for a small community like West Columbia.

The Resimplifi solution, launched in May 2019, provides one connected site that enables local or prospective businesses to view the majority of the commercial availabilities in a single

application, rather than having to research multiple websites. Resimplifi works diligently through its initial discovery of a market to understand who the participating brokers are and then captures this information in its entirety. By engaging the local brokers it ensures that the end-result is a solution that provides an extended network that collectively publishes and manages best in class CRE data within a community.

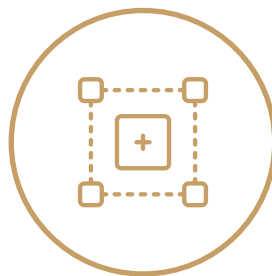
Resimplif had met with former South Carolina Secretary of Commerce Joe Taylor about the application and it's intended use. Taylor was the one who validated that REsimplifi is not only an excellent resource for local business, but also for economic developers who want complete market data to showcase their CRE offerings. Taylor recommended that Moore meet with the City of West Columbia's Director of Economic Development, BJ Unthank to see whether the tool could be of value.



AREA OF CITY:

**9.24**

Square Miles



ANNEXED THIS YEAR:

**36.01**

Acres



BUSINESS LICENSES:

**1,145**

Active/Renewed

All numbers as of March 11, 2020

# THE SOLUTION

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**West Columbia has the benefit of a complete and fully-managed data set that will showcase all of the commercial real estate properties on their internal website.**

As businesses look to re-establish themselves or relocate to West Columbia, Unthank will have the tool to make it easier for these companies

to make informed decisions. The area CRE brokers now have a tool that connects them with the local economic developer and all of the resources that can be provided to their clients. Unthank says, "It's a great idea anytime you get the public and private sectors working together. We both want to recruit more industry to our markets and REsimplifi provides us the perfect resource so that we can do that in cooperation with one another."

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**BJ Unthank**

*City of West Columbia Director of Economic Development*



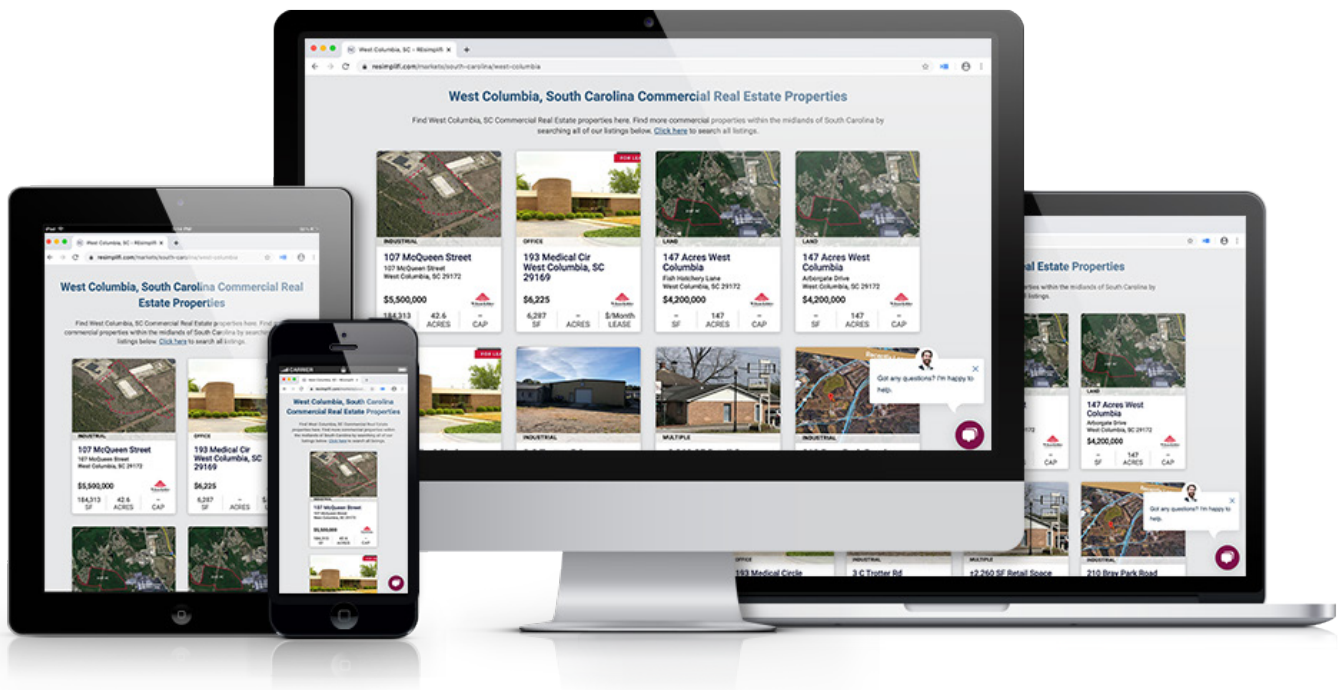
# THE RESULT

Unthank states, "What REsimplifi is doing for us enables us to showcase all of the changing commercial real estate properties listing by a large and changing network of brokers available at any point in time."

He continues, "They manage who is actively listing properties within our city and provide that data to us. That effort would be unrealistic for us to manage internally. Additionally, these local

brokers are excited to showcase their properties on our website without having to manage it separately. This creates a win/win for us and the professionals working with the businesses who want to be located here."

The City of West Columbia Site Selection Tool is be released in May of 2020. REsimplifi, Inc. works with the companies leading GIS Solution providers as a provider of syndicated commercial real estate property, company, and broker data.



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