

# COMMERCIAL CONNECTION

A Specialty Publication for Commercial Practitioners and ACAR CIE Members



## RPR COMMERCIAL DATA PARTNERS: A ROCK-SOLID FOUNDATION

RPR offers a powerful collection of data for commercial properties across the United States. That data fuels the research tools, mapping layers and reports available throughout the platform. The goal is simple: bring together trusted information from leading providers and make it easy for commercial and dual practitioners to access, analyze and share.

Behind every property page, Trade Area report and Site Selection tool is a network of commercial data partners. These partners help ensure that RPR users have reliable insights that support smarter decisions and stronger client conversations.

Let's take a closer look at the commercial data partnerships that power RPR...

### Property data that's second to none

RPR commercial data is built on two core foundations: property-level data and community-level insights.

At the property level, RPR relies on robust public record data from ICE (Intercontinental Exchange, formerly Black Knight). ICE provides nationwide property information including ownership records, tax details, mortgage information, transaction history and more.

This public record data is delivered through two primary datasets: Assessment and Recorder. Assessment data includes building characteristics such as square footage, zoning and land details, while Recorder data captures transactional history including deed transfers, mortgage filings and sale prices. Together, these datasets provide the foundation for nationwide property research and analysis.

RPR also incorporates location intelligence and boundary data from Precisely, which enhances geographic accuracy across maps, property boundaries and location-based analysis tools.

These foundational datasets allow users to search millions of commercial properties across the country and understand the core details behind each one.

### Community data that helps clients make informed decisions

Understanding a property is only part of the equation. Commercial clients also need insight into who lives, works and spends money in the surrounding area.

To support this type of analysis, RPR integrates community and market intelligence from several specialized partners.

## CANVA CONTINUED: CREATING MARKETING THAT HELPS CLIENTS WIN! | LUNCHTIME SUCCESS SERIES

**Canva Continued**  
Creating Marketing that Helps Clients Win

**May 13, 2026**  
11:30 a.m. - 1:00 p.m.

- Learn how to use frames, grids, spacing, and positioning
- Improve visual flow, readability and focus
- Build three core real estate graphics every agent needs

**Includes Lunch at 11:30 a.m.!!!**

**Lunchtime Success Series**

This class also walks through building the three core real estate graphics every agent needs: Just Listed/Just Sold posts, Open House graphics and educational or value-based posts. Katie wraps up with time-saving Canva tips, best practices for exporting files and using transparent backgrounds. By the end of this class, you will feel confident creating your own marketing pieces.

**[REGISTER HERE!](#)**

**[LEARN MORE HERE!](#)**



If you have questions please contact ACAR at [info@akronclevelandrealtors.com](mailto:info@akronclevelandrealtors.com)

[AkronClevelandREALTORS.com](http://AkronClevelandREALTORS.com)

# COMMERCIAL connection

## GROUNDBREAKING: NEW LIFE FOR A BELOVED LANDMARK

Cleveland's Warner & Swasey industrial plant is becoming much-needed multifamily housing and mixed-use commercial space.

For decades, Clevelanders motoring downtown for a ballgame or out of town after a workday saw the huge Warner & Swasey Carnegie Avenue plant as a visual landmark. Some rolled down their windows to listen for the whine of machinery as they drove past.

Forty years ago, when the throbbing industrial activity stilled within the factory, it morphed into an empty shell visited only by graffiti artists. Now, however, the 122-year-old, 194,000-square-foot building is being reborn as a mixed-use, mixed-income community offering 112 rental apartments with another 28 apartments and 22,000 square feet of commercial space to come in a future phase. The \$66 million Warner & Swasey redevelopment is just one of many adaptive reuse projects helping put Cleveland on the map as a national leader in historic conversions.

Within the primary Warner & Swasey structure, known as the Carnegie Building, floors two and three will feature 56 units of senior housing, while floors four and five will deliver 56 affordable family housing units, says Geoff Milz, regional vice president for the developer, Pennrose. The first floor will provide amenities including a fitness center and a community room for building residents.

Also featured: A second-floor roof deck and a dog park located at the rear of the building. A connecting structure, the Wedge Building, will offer 28 housing units, as well as spaces that may serve as a school or daycare center and possibly a bank, given that many Midtown Cleveland residents are unbanked. "Cleveland is flush with nonprofits that do incredible work," Milz says. "Clever nonprofits may find a future home in those spaces."

[READ MORE HERE!](#)

## SET YOUR BUSINESS APART

DESIGNED FOR COMMERCIAL AGENTS

### Command Your Online Presence

- Build a strong digital presence, showcase your expertise, and highlight your commercial listings.

### Amplify Your Marketing & Network

- Elevate your marketing game and significantly expand your professional network.

### Differentiate Your Brand

- Set yourself apart from the competition by crafting a unique and memorable online identity.

[MORE INFO HERE!](#)

## THE OCCUPANCY COST LENS: ALIGNING REAL ESTATE WITH BUSINESS PERFORMANCE

When you're evaluating commercial real estate for lease or purchase, the analysis must factor in the business's likely revenue, costs and expected profit.

Commercial real estate advisory and negotiations often begin with familiar metrics: rent per square foot, list price, cap rate, lease structure, tenant improvement allowance and value. Yet these figures rarely represent the true starting point.

At its core, commercial real estate exists to support business activity. Users occupy space to generate revenue, investors allocate capital based on the durability of that revenue and brokers and appraisers interpret these relationships through transactions and market behavior.

Beneath every lease negotiation, acquisition or valuation lies a more fundamental constraint: the level of real estate cost a business can sustainably support. Understanding these economic thresholds allows brokers, investors and operators to identify which users can realistically support the real estate, where deals are likely to break and when pricing is out of sync with what the market can actually sustain.

This article presents a simple but practical framework: evaluating commercial real estate through total occupancy cost and tenant health ratios (total occupancy cost divided by gross revenue) and understanding how that cost ultimately governs profitability, value and feasibility across both leasing and ownership scenarios.

[FULL ARTICLE HERE!](#)

## LEADERSHIP LAB | SESSION 1.0 – MEETING LEADERSHIP TOOLS FROM PREPARATION TO PERFORMANCE

Akron Cleveland Association of REALTORS® Presents...

# LEADERSHIP LAB

A Collaborative Leadership Series for Learning and Connection

**Thursday, May 21, 2026 | 2pm-4pm**  
ACAR Office -9100 South Hills Blvd., Ste. 150, Broadview Heights

**SESSION 1.0 | Meeting Leadership Tools from Preparation to Performance**

*Learn how to prepare with purpose, keep discussions focused, encourage participation, and drive clear outcomes.*

Instructed by: Akil Hameed, Melissa Mentzer, Seth Task and Mike Valerino