BLUE RASTER

Geospatial Solutions for Commercial Real Estate

Smarter Site Selection Starts With Location

At Blue Raster, we help commercial real estate professionals make smarter, faster decisions through location intelligence. From site selection and market analysis to customer segmentation and custom mapping tools, our solutions bring clarity to where and why to invest, expand, or optimize operations.

- Site Selection & Suitability Modeling
- Market Demographic Analysis
- Customer Segmentation & Trade Area Design
- Parcel Vacancy Mapping
- Business Analyst Services & Infographics
- Territory Optimization
- Custom Web & Mobile Application Development
- GIS Software Licensing & Managed Services

Trusted by leading CRE firms, developers, and public agencies

METRO COMMERCIAL · MACKENZIE · Colliers · MACERICH · WINSLOWS Inc. Custom Buildings

CONCORD GROUP · GKA Architects · LONESTAR LOGOS TEXAS · hsf affiliates LLC · Heritage OUTDOOR MEDIA

Let's build something that works for you.

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Federal Small Business Specialty 2025 Partner of the Year
Blue Raster LLC

planet. · REGRID

BLUE RASTER

Mapping Solutions for Real Estate Decision-Makers

Real Results. Real Impact.

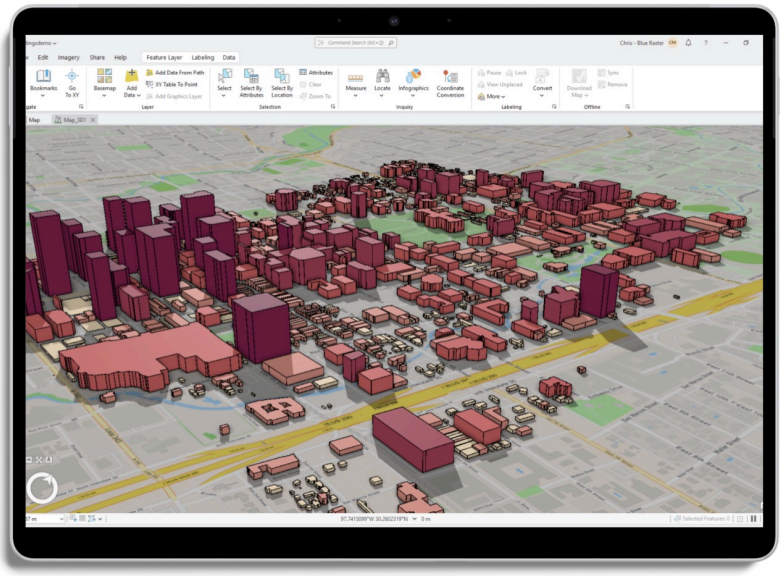
At Blue Raster, we don't just talk data – we transform it into powerful, interactive tools that drive smarter decisions. **We help real estate professionals like you unlock the power of GIS through consulting, development, and tailored solutions.**

ArcGIS Pro for Smarter Site Selection

We use ArcGIS Pro to help clients:

- Run suitability analyses
- Explore zoning and demographic layers
- Identify ideal sites based on competitor locations
- Visualize development scenarios with 3D tools

These interactive insights turn complex data into confident decisions.



Business Analyst for Market Planning

Use Esri Business Analyst to drive smarter site selection, market planning, and customer segmentation with real-world data and web-based tools.

- Trade Area & Drivetime Modeling – Define market reach and customer access.
- Demographic & Consumer Analysis – Understand who lives, works, and shops nearby.
- Infographics & Market Reports – Share insights with branded visuals and presentations.

Blue Raster builds the custom GIS solutions that make real estate data work for you.