**Introduction**

SNL Interactive is the ideal productivity tool for analyzing real estate companies and the Global Real Estate markets. With integrated in-depth data, news and analytics, SNL provides a complete toolbox for everything real estate including equity REITs, REOCs, hotels, homebuilders and gaming companies.

**Getting Started**

Go to [www.snl.com](http://www.snl.com) to log in, initiate a trial, or register as a new user if your company already subscribes to SNL Financial Institutions.

If you initiate a trial or register, a password will be emailed to you within seconds.

Once you have SNL login credentials (email address and password), enter them on the login screen.

Check **Enable Auto-Login** and SNL will remember you the next time you visit.

You can make any tab your default entry page by selecting **Make this my landing page** on the upper-right-hand corner of the page.

**Preferences - Personalize your SNL experience**

Customize SNL to fit your specific needs. To get started, select **My Preferences** from the SNL menu and modify the following:

**Global Preferences**

- **Industry Filters** – select the industries most relevant to you.
- **Customized Pages** – select a profile that best describes your role in order to show you the most relevant data for the work you do. Profiles are preconfigured selections for SNL’s customizable pages.
- **Portfolio Settings** – build and save customized portfolios that can be used to filter and sort company-level content. Use your customized portfolios as filters on SNL pages and SNL parts.
- **Site Settings** – select the currency in which you would like to view financial information. Choose your preferred format for the display of numbers, dates and times. Choose the time zone on which to base your midday and evening alerts.
- **Geography** – filter news content based on specific geographies. Apply a filter based on company headquarters or story subject matter.

**Alert Preferences**

- **Delivery Preferences** – set your delivery format (HTML or Text/Mobile) and frequency (twice-a-day or end-of-day) preferences.
- **Portfolios** – choose to receive portfolio-based real-time email alerts and midday and evening summaries.
- **Publications** – select your newsletter and report preferences to filter the newsletters included in your SNL Publications as well as your SNL Newsletters and Report Summary email alert.
- **Keyword** – create a keyword alert to receive emails with specific news content.
- **Features** – receive notice of new content available within any of the Real Estate Features.
- **Departments** – select subject matter-based Department alerts based on your preferred areas of interest.
- **Blogs** – receive notice of new blog postings.

**Content Filters**

- **News** – filter content by subjects including Mergers and Acquisitions, Regulatory and Legal Developments, Hires and Fires, and Operations and Strategy.
- **Market Indexes** – choose up to 30 industry-specific total return and broad market indexes. If no specific indexes are chosen, then a default selection of indexes based upon your industry filters will be applied.
- **Events** – filter events to be included in Today’s Events and your Summary email alert.
- **Documents** – filter documents to be included in Today’s Filings and your Summary email alert.

**It’s time to start using SNL for Real Estate.**

If you’re an existing client:

- Follow the simple registration and login steps.
- For assistance, contact SNL Support: 1.888.275.2822, support@snl.com

If you are not yet a client and would like a free, no-risk trial:

- Follow the simple trial registration steps.
- For assistance, contact SNL Sales: 1.866.296.3743, sales@snl.com
Customizing your Pages - Working with SNL Parts

SNL Parts allow you to create customized pages reflecting the data you use the most. Pages are customized utilizing the Add Content Button. If SNL Parts can be added to a page, this button will appear in the upper right hand corner. Once this button is selected, the SNL Parts catalog will be opened.

Adding SNL Parts to your page

1. Click the Add Content button at the right of the menu bar.
2. Select the SNL Parts from the menu and click the Add Selected Content button.
3. Click the Close button.

Using your mouse, you can drag and drop SNL Parts to a different section of the page.

Creating Portfolios

SNL includes the ability to build and save groups of companies that can be used to filter your news and data content. They can also be used as a custom index. Your Portfolios can be tracked in a specialized SNL Part, which can be placed on various pages to target your research.

1. Click on the Portfolio dropdown on the upper-right-hand side of the page and select Manage Portfolios.
2. Enter a name for your custom portfolio in the Create a New Portfolio text box.
3. List a single ticker or multiple tickers in the Add Companies box and click Add to complete.
4. The Advanced Search function may be used to build portfolios based on additional criteria.

Custom portfolios can be renamed or edited at any time.

Real-Time NewsWire

Stream news articles, press releases, filings and documents, events coverage and financial reports directly to your desktop in real time with the SNL NewsWire. And there’s no need to stay on SNL in order to view the NewsWire. By clicking on the icon next to Edit, it will pop out into a new browser window, where you choose the size, display options and location on your monitor, allowing you to effortlessly keep up on breaking news and events. The NewsWire also doubles as an instant archive, providing you not just with breaking SNL Real Estate news but an archive of the last 24 hours of the content you want to see.
Using Search
SNL’s search allows you to conduct full-text search on news articles, documents, events and a host of corporate, industry and market-related pages. It features type-ahead functionality for companies and other entities as well as frequently searched terms. To achieve the desired results, you may need to adjust the search term(s) to be broader or more specific in order to achieve more or fewer results, respectively. The use of quotation marks around terms and phrases will isolate specific results for the terms in a given order and form, whereas searches without quotation marks will bring back articles by relevance of the search terms and how often they appear individually or together in the document.

1. Toggle the filters on the left-side of the results page to make sure you access the full results.
2. You can also sort the results by date or relevance in the news and documents filter.

Search by Company Name, Ticker
Enter a ticker symbol or exact company name and press enter or search icon to navigate directly to a company’s profile page.

Search by Property Name

Search by Tenant Name
Locating Property Data

SNL tracks more than 95,000 properties around the world. The Properties section within a company’s briefing book gives you detailed information on a company’s property portfolio, including property transactions, properties in its development pipeline, top tenants and top markets.

**Reported Summary** - analyze a company’s aggregated property portfolio holdings over a period of time. See how the number of properties, area, occupancy rates and rent changed over a customizable time period.

**Geographic Exposure** - view a company’s portfolio aggregated by City, MSA, State/Providence, NCREIF region, Country and Global Region. Click through to see the underlying individual property assets, along with year built, size, rent and occupancy.

**Property Transactions** - examine a company’s transaction history. See all of the properties a company has bought or sold over a custom time range, along with property assets and transaction details.

**Development Pipeline** - view details on properties in a company’s development pipeline: property type, location, estimated date of completion, estimated construction costs and size.

**Top Tenants** - research a company’s top tenants, as reported by the company. Click on a Tenant Name to view all companies that have exposure to that tenant.

**Top Markets** - see the market breakout of a company’s portfolio, as reported by the company, including occupancy and NOI figures.

**Property Browser** - enables you to easily view a list of properties owned by a company. Use the filters to narrow down the list by property type and location. Click the Reis and RCA tabs to link individual properties to relevant market level data provided by Reis, Inc.® and Real Capital Analytics®.