

REAL ESTATE & MULTIFAMILY

Be the vendor on the project from day one.

Multifamily, mixed-use, and commercial real estate development — surfaced from entitlement and capital formation through construction. Four sub-profiles cover the full vendor and service mix that surrounds any major project.

THE COST OF HEARING ABOUT IT LATE

A real estate project hits trade press when the GC is already engaged, the architect is already specified, and the major vendor selections are already made. If you read about it in the newspaper, you're already losing.

WHO THIS IS FOR

Sales professionals at GCs, subcontractors, building product manufacturers, design-firm reps, real estate services providers, and proptech vendors selling into multifamily, mixed-use, and commercial development projects from entitlement through delivery.

GC Business Development | Subcontractor Sales | Building Product Reps | Design-Firm BD | PropTech Sales | Materials & Suppliers

WHAT CHANGES FOR YOU

YOUR WEEK

You stop driving past construction sites wondering "who's building that?"

No more reverse-engineering project ownership from permit plaques or LinkedIn-sleuthing the developer. ArcReact surfaces entitlement filings, capital announcements, and zoning approvals with the development team, the financing, and the project status already attached.

YOUR PIPELINE

You build pipeline from entitlement, not from groundbreaking.

An entitled project two years from delivery is a project still selecting its full vendor stack. ArcReact gives you 18–36 months of advance lead time on projects where the GC, subs, and major product specifications are still being decided.

YOUR COMPANY

You become the known vendor on the project before anyone else.

Real estate development is a relationship business. The vendors who get specified are the ones the development team already knows. ArcReact gives you the early signals to start that relationship before the project is on anyone else's radar.

THREE WAYS SELLERS USE IT

USE CASE 01

Catch the project at entitlement.

A subcontractor BD lead configures the profile for multifamily projects 150+ units across the Sunbelt entering the entitlement and zoning approval phase. ArcReact surfaces projects with development team, capital structure, and projected schedule attached.

RESULT: You're in front of the developer 18 months before the GC even bids the job. You're known, not introduced, by the time selection happens.

USE CASE 02

Track capital formation by project type.

A building product rep configures ArcReact for mid-rise mixed-use projects with capital structures forming — LIHTC closings, debt placements, equity announcements. The platform surfaces projects where vendor selection windows align with her product cycle.

RESULT: You walk into the architect's office with the project name, the development team, and the financing horizon already known — instead of asking who the developer is.

USE CASE 03

Read the design firm's portfolio as a pipeline.

A PropTech sales lead configures the profile for design firms with active project portfolios in her territory. ArcReact surfaces projects where the design firm is currently engaged but vendor selections are still being made — with project type and projected delivery context.

RESULT: You stop selling one project at a time and start selling into design-firm pipelines — building relationships that compound across multiple deals.

WITHOUT ARCREACT

- You hear about projects through trade press — long after the major selections are made.
- You manually scan permit databases, zoning agendas, and Loopnet for development clues.
- You bid into projects where the developer's existing relationships have already won.

WITH ARCREACT

- You see entitlement, capital, and zoning signals 18–36 months before delivery.
- You open the portal to a ranked pipeline routed to your vendor type and project category.
- You become a known vendor early — the one the developer calls, not the one bidding cold.