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## Midlands Business Profiles

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### Articles

#### Integra Realty Resources Acquires Greenville Real Estate Research Firm

Jul 23, 2008



GREENVILLE, SC - July 23, 2008 — Integra Realty Resources – South Carolina has completed the acquisition of Greenville-based real estate research firm Property Data for an undisclosed price. The commercial and residential transaction research firm will be renamed Greenville Property Pulse and will operate in conjunction with the Greenville offices of commercial real estate appraisal firm Integra Realty Resources and residential appraisal firm IRR-Residential.

"Lenders, brokers, developers and appraisers have relied on Property Data reports for 30 years," said Michael Dodds, MAI, CCIM, MRICS, who serves as Managing Partner of the both the Greenville and Columbia Integra offices. "We intend to build on original owner Fred Stuart's reputation for quality research to provide an inexpensive alternative to national data services. Many businesses need reliable property research in order to make sound business decisions, and we're going to provide just that."

The previous owner, Susan Stillwagon, will remain with Greenville Property Pulse as Director of Research. "Susan is an incredible asset, and I am very pleased that she was interested in staying with the firm," said Dodds. "With her assistance, we plan to expand the services currently offered."

"Mike and I started talking about this acquisition over a year ago. I have no doubt that together we can grow the company to where it deserves to be," stated Stillwagon.

As the oldest real estate research firm serving the Greenville market, Property Data's research is invaluable. "My firm has been using this comparable sale data for years, so the acquisition just made sense. We'll also be able to use historical data to analyze market trends," said Dodds. "With over 15,000 land and improved sales in the current database, the amount of information we're purchasing is mind boggling. We plan to slice and dice the data in many ways to provide reliable, ongoing real estate market trend information."

To learn more about Greenville Property Pulse, call (864) 282-0001 or visit [www.GPpulse.com](http://www.GPpulse.com).

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#### ABOUT GREENVILLE PROPERTY PULSE, formerly Property Data

As Greenville's oldest real estate research firm, Greenville Property Pulse was founded over 30 years ago and its current database includes over 14,000 property transactions occurring since 1995. Greenville Property Pulse compiles and analyzes these sale comparables in order to establish real estate market trends. This data assists appraisers, brokers, property owners and lenders in their daily decision-making.

#### ABOUT INTEGRAL REALTY RESOURCES, INC.

With corporate offices in New York City, Integra Realty Resources, Inc. (IRR) offers the broadest and most comprehensive valuation and counseling services in North America through 57 independently owned and operated offices located across the United States and Mexico. Integra provides objective, independent analysis across a wide range of real estate markets and specialties, including commercial appraisals, feasibility studies, expert testimony and related property consulting services. Founded in 1999, Integra regularly services many of the nation's largest and most prestigious financial institutions, developers, corporations, law firms and government agencies concerned with the value, use and feasibility of real estate. Through innovative methods, state-of-the-art technology, proprietary real estate information and research, and more than 450 credentialed appraisers and consultants nationwide, IRR is capable of handling the widest array of assignments combining their national perspective with local experience.

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