

## Model of Excellence Profile – CompStak

Company Name:	CompStak Inc.	ICG#	36639
Address:	36 Cooper Square, 6 <sup>th</sup> Floor, New York, NY 10003		
Product Name:	<b>CompStak</b>		
URL:	<a href="http://www.compstak.com">www.compstak.com</a>	President Name:	Michael Mandel, Co-Founder & CEO
<b>Business and Product Overview</b>			
Business Information Framework Classification	<i>Applications Models:</i> Benchmark – Industry Benchmark	<i>Business Model:</i> Subscription – Subscription	
	<i>Content Models:</i> User-Generated – Closed Data Pool	<i>Distribution Model</i> Direct Sales -- Captive	
Company Overview	CompStak is a platform for the exchange of commercial real estate information. CRE brokers, appraisers and researchers submit leasing deal information in exchange for access to leasing deal data supplied by others.		
Product/Service Description	<p>CompStak offers a platform for commercial real estate professional to provide and access leasing deal details such as the length of the lease, name of the tenant and amount paid. This information is highly valuable to brokers, but had been rarely shared and never centralized before CompStak.</p> <p>By utilizing a “give-to-get” model, real estate brokers can upload their own leasing comps in exchange for points that can be used to purchase other comps in the database. While this does not generate revenue for CompStak, it creates a huge incentive for brokers to upload their comps in order to get others. CompStak also maintains a rigorous data quality review process and will penalize brokers supplying bad data by taking away some of their points. Does it work? CompStak claims to have nearly 100% of all lease transactions in Manhattan for the last three years, and 80% and growing coverage in a number of other major cities as well.</p> <p>For revenue, CompStak sells access to the database to other players in the real estate industry who also value these comps, but who aren’t in a position to supply them; for example, investors, banks and hedge funds.</p> <p>CompStak is a brilliant application of the user-generated content model that has managed to collect and centralize information that not only didn’t exist in a single database before, but was jealously guarded by those who had the information.</p>		
Year Founded:	2011	BizDev Contact:	David Peterson
Employees:	20 (est)	Main Telephone:	646-926-6707
Profile Date:	8/29/2014	Primary Market Served:	53– Real Estate
Ownership:	Private	Funding Source:	Venture Capital Backed
MofE Class:	2014		