



STRATA

P L A T F O R M S

Improve Your Skills on LOIS, REsimplifi & Lasso

Presented on behalf of





Improve Your Skills

LOIS, Lasso, and REsimplifi

LOIS

LOIS markets sites and buildings on the websites of economic development organizations to engage with the site selectors and corporations considering their territory.

REsimplifi

REsimplifi collects available building & site data directly from broker/realtor websites on a routine basis and sends to LOIS via an API feed. This eliminates the need of manually adding & maintaining the available properties in your region that are represented by brokers/realtors.



Lasso streamlines the site selection process by standardizing property data collection and accelerating the process of submitting property proposals to RFIs.



LOIS Property Marketing

LOIS

North Dakota Department of Commerce owns an umbrella LOIS subscription that allows every Regional, County and Local EDO to use LOIS.

LOIS is designed for several organizations in a State or Region to work collaboratively to market their shared properties on their own website and on partner websites. The collaboration enables more accurate and updated property information and a faster response time to site selectors and corporate decision-makers.

The buildings and sites you choose to market are displayed on your organization's website, partner websites (State, Regional, County and Local Economic Development Organizations), and on www.LocationOne.com.



LOIS Property Marketing

Best Practices for Integrating LOIS Map Viewer on Your Website

- Customize the LOIS map viewer with your organization's logo and brand colors
- Integrate LOIS map within 1 or 2 clicks of homepage
- Make it easy to find! Do not bury it on a webpage where visitors cannot locate it
- **Options for Integration**
 - Open LOIS map to a New Window
 - Embed on Webpage (LOIS provides embed code in Admin/Setting/Embed Links) - ensure the area is big enough to easily view properties and map
- GIS Map Layers - add custom layers to market your area and property's best features and assets to target market sectors



Workforce Data Launch

Labor Market Data from Lightcast	Occupation Data	Industry Data
<ul style="list-style-type: none">• U.S. - County and zip code level• See a localized view of the job market• Identify trends and concentrations	<ul style="list-style-type: none">• 2-digit SOC codes• Understand jobs and wages across occupations	<ul style="list-style-type: none">• 2-digit NAICS codes• Understand jobs and wages across industries
Job counts	Data for the U.S.	
Annual Average Wages	Data for the U.S.	



Lightcast

Lightcast provides trusted global labor market data, analytics, and expert guidance that empowers communities, corporations, and learning providers to make informed decisions and navigate the increasingly complex world of work.

With a database of more than 2.5 billion job postings and career profiles, our team provides best-in-class customer service with robust data, clear analysis, and expert guidance on skills, jobs, and opportunities.

Lightcast is active in more than 30 countries and has offices in the United States, United Kingdom, Canada, Italy, New Zealand, and India. The company is backed by global private equity leader KKR. For more, visit lightcast.io.



Workforce - LOIS Property Map

The Workforce/labor data can be accessed in the following areas of your LOIS map viewer:

1. **Workforce Tab** – A new tab will be added to your LOIS toolbar for quick access to data and heat maps.
2. **Available Building and Site Listings** – Easily view labor data alongside property listings for a more informed property view.
3. **Custom Drive Time and Distance** – Create reports around a pinpoint location, with options for drive time or distance. You can generate reports on Occupation or Industry in both Excel and PDF formats.
4. **Regional, County & Community Sections** – Generate detailed occupation or industry reports by area.



REsimplifi

Commercial Real Estate Listing Data



REsimplifi collects available building and site data directly from broker/realtor websites on a routine basis and sends to LOIS via an API feed. This eliminates the need of manually adding and maintaining the available properties in your region that are represented by brokers/realtors.

Learn how you can assist in ensuring good data from your community, county or region.



Lasso Data Collection



Lasso streamlines the site selection process by standardizing property data collection and accelerating the process of submitting property proposals to RFIs.

Powered by LOIS, there's no need to recreate properties in your region or community when responding to RFIs in Lasso.

A demonstration will be provided on how to access Lasso with your existing LOIS credentials and submit properties pulled from your organization's LOIS account powered by the REsimplifi API feed, saving your community countless hours.



Lasso Data Collection



Best Practices when Responding to a Lasso RFI

- Check your spam/junk folder if you do not see an invitation from Lasso in your inbox
- Invite your team as Collaborators if you want them to see and do everything you can
- Check the “Select from LOIS Properties” list before creating a new site or building from scratch to avoid duplicates
- Recall Answers for your property before you begin answering questions
- Don't be afraid to ask for help



Support Contacts

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Lasso Property Data Collection

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REsimplifi Commercial Real Estate Listing Data

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