

REIDIN is the world's first online information company providing a range of intelligence products dedicated to meeting the unique requirements of real estate professionals interested in Emerging Markets.

REIDIN's unique information services are powered by unrivalled depth of local knowledge and partnerships managed through teams in Hong Kong, Istanbul, London and Dubai.

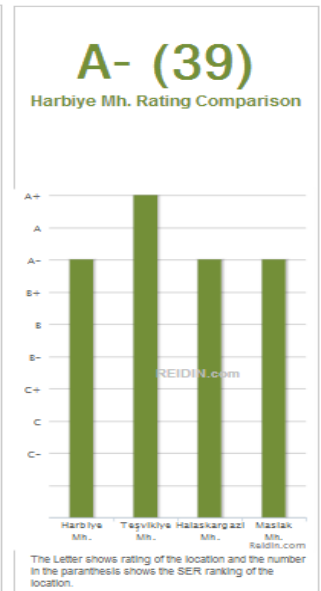
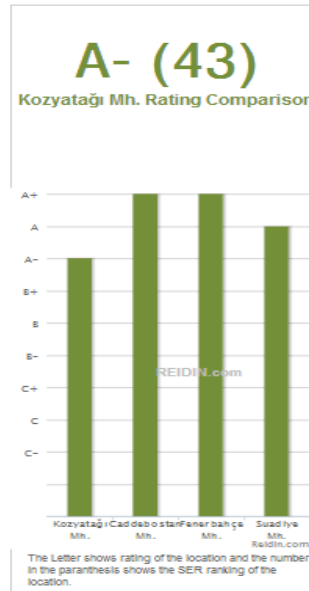
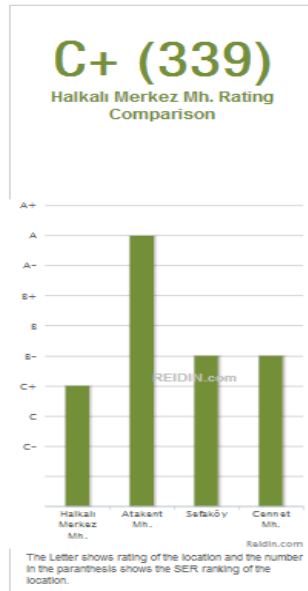
## REIDIN Differentiators

- Coverage
- Reach
- Experience
- Know How
- Technology

## CONCEPTS AND DEFINITIONS

REIDIN Socio-Economic Rating (SER) is designed to be a reliable and consistent benchmark of location based comparative socio-economic rankings and ratings. Main purpose of SER is to rank areas based on livability of the area, domestic population's wealth and cultural level.

REIDIN Socio-Economic Rating is calculated annually covering 221 counties and 1083 districts.



## DATA AVAILABILITY

REIDIN Socio-Economic Rating uses in the work scope sales prices and rental values rates for **Wealth**; population, dwelling density, retail shop/mall counts, subway/tram station counts, healthcare institution counts, life satisfaction survey data, bed counts per 1000 person in hospitals, population per family doctors, population per emergency service station, population per ambulance, total crime ratio, numbers of household, particle pollution(PM10) for **Livability**, education level and historical/touristic place counts for **Culture**

REIDIN Socio-Economic Rating coefficients are being identified for each area and then clustered into 9 grades as A+, A, A-, B+, B, B-, C+, C, C- by using K-means algorithm. Grades indicate the transcendence of locations in among themselves.

REIDIN proprietary platforms include vast searchable and customised databases of qualified listings, properties, transactions, news, analysis, malls, indices, indicators, projects and companies.

REIDIN also offers intelligent analytical tools designed to save time and money - a range of charting functions, price sensitive heat maps, comparative analysis of market indices, automated valuation tools.

#### REIDIN Vision

To be the primary source of real estate intelligence for global emerging markets

#### AVAILABLE FOR LICENSE

Contact REIDIN Offices for access to the index, data history and other real estate data.

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## METHODOLOGY

Main purpose of REIDIN Socio-Economic Rating is to rank areas (221 counties and 1083 districts of İstanbul, Muğla, Ankara, İzmir, Sinop, Antalya, Bolu, Eskişehir, Balıkesir, Aydın, Edirne, Konya, Isparta, Çanakkale, Kastamonu, Kırıkkale, Yalova, Giresun, Trabzon, Erzurum, Çankırı, Manisa, Bartın, Uşak, Bursa, Kütahya, Samsun, Amasya, Sivas, Erzincan, Afyonkarahisar, Mersin, Sakarya, Ordu, Bilecik, Denizli, Zonguldak, Düzce, Kırşehir, Tokat, Malatya, Burdur, Yozgat, Gaziantep, Elazığ, Kırklareli, Adana, Kilis, Kocaeli, Tekirdağ, Kayseri, Karaman, Aksaray, Niğde, Nevşehir, Van, Hatay, Kahramanmaraş, Diyarbakır, Osmaniye, Mardin, Şanlıurfa) based on livability of the area, domestic population's Wealth and Culture Level.

### Variables Being Used During the workscope:

- **For Wealth rank:** Wealth is one of the most important input for determination of regional level of welfare in Socio-Economic Ranking. Periodical REIDIN median sales prices and rental values are used to determine regional wealth level.

- **For Livability Level :** Turkey Statistical Institute (TURKSTAT) Address Based Population Registration System (ABPRS) is integrated into analyses of dwelling density and population. Retail shop/mall counts, subway/tram station counts, healthcare institution counts provided by Basarsoft, TURKSTAT life satisfaction survey data, bed counts per 1000 person in hospitals, population per family doctors, population per emergency service station, population per ambulance provided by Ministry of Health, total crime ratio provided by TURKSTAT, particle pollution provided by Ministry of Environment and Urban Planning, population and dwelling density data are used to determine regional livability level.

**For Cultural Level :** Education level provided by TURKSTAT and touristic/historical places provided by Basarsoft are used for analyzing of cultural level.

As a result of algorithm generated with the use the variable above REIDIN Socio-Economic Rating coefficients for every single area is identified. These coefficients are clustered by use of K-Means algorithm. K-means clustering algorithm is a method of cluster analysis which aims to partition n observations into k clusters in which each observation belongs to the cluster with the nearest mean.

REIDIN Socio-Economic Rating represents the growing of each geographical area throughout bi-annually. REIDIN Socio-Economic Rating is published as "final" and is not subject to revision unless an error or mistake is found. Major changes in methodology are announced in advance, while information on minor methodological changes is provided in methodological explanations in the monthly reports.



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## OUTPUTS AND DISSEMINATION

**Frequency:** REIDIN Socio-Economic Rating represents the growing of each geographical area throughout bi-annually.

**Index Revisions:** REIDIN Socio-Economic Rating is published as “final” and is not subject to revision unless an error or mistake is found. Major changes in methodology are announced in advance, while information on minor methodological changes is provided in methodological explanations in the monthly reports.

**Publication of REIDIN Socio-Economic Rating:** REIDIN Socio-Economic Rating updates are produced on a bi-annually basis, and are disseminated in between 10:00-11:00 AM on the last work day of each following reference term.