MEDIA RELEASE

MASTER BUILDERS SA & POINTDATA ANNOUNCE NEW PARTNERSHIP

Master Builders SA, a leading voice representing over 2,400 members across South Australia's building and construction industry, have today announced their exciting partnership with leading predictive property analytics company, PointData.

The new partnership will introduce members to new technology allowing for the discovery of Adelaide's most profitable residential development opportunities.

Master Builders SA Chief Executive Officer, Will Frogley, is elated to be providing members with additional tools to continue the success that has been seen in the building and development sectors over the past 12 months.

"We are continually looking for new technology and partnerships that will benefit our members as we move forward into the ever-growing construction industry."

PointData's ground-breaking AI technology, Valeri, accurately determines what most developers already know: profit is in land. When land is divided into lots, it increases in value for all development options.

The powerful systems behind Valeri processes relevant property data, quantifying off-site factors such a distance to the beach as well as access to schools and local amenities to accurately value both property and land price.

With technology playing an increasingly important role in every aspect of business, organisations recognise the need to advance digital solutions and tech to ensure they remain at a competitive edge – and Valeri is doing just that.

George Giannakodakis, PointData's Founder and Chief Executive Officer said "We are excited to be moving into this partnership with Master Builders SA, building great relationships and connections with the industry experts, leading builders and developers."

The new partnership will also allow for PointData to become part of Master Builders SA's industry events.

By linking Master Builders SA and PointData, this partnership leads a strong connection in the way both companies address the needs of the industry and its members.

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