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Desirability Index

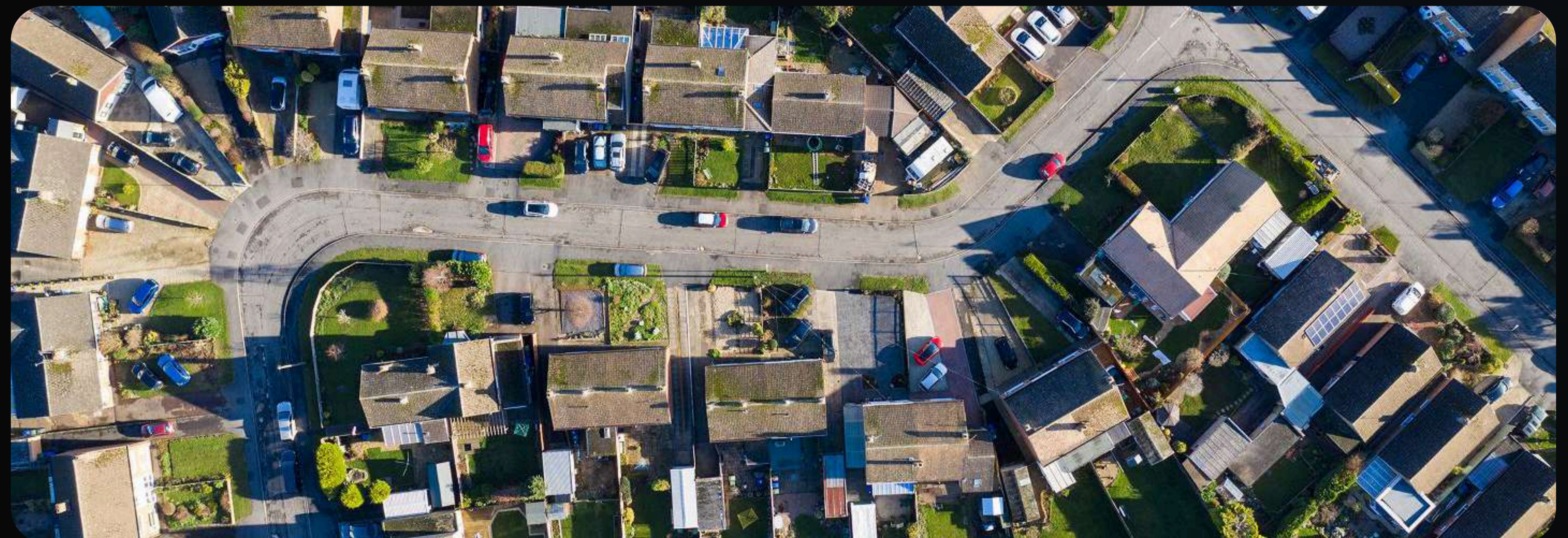
Assess location appeal with greater confidence

Summary

Desirability Index is CLSQ's location intelligence service for assessing the appeal of a location through a clear, data-led score. Designed for lenders, developers, property professionals and consumers, it helps users understand the factors that matter most when evaluating where people may want to live and where future schemes may perform best.

Using geospatial intelligence and proprietary property data, the service scores locations across five key considerations: health & wellbeing, transport links, technology connectivity, finance, and education & amenities.

By combining structured data with mapped insight, Desirability Index enables users to compare locations more objectively and support better-informed decision-making across residential property and land assessment.



Product Highlights

Data-led location desirability scoring

Scores across 5 key area considerations

Supports assessment of residential property and land

Designed for integration into platforms and workflows

Informs decision-making for property professionals and developers

Geospatially mapped insights for greater accuracy

Real-time delivery via API

Helps compare locations more objectively

Key Features

Health & wellbeing insight

Education & amenities insight

Transport links analysis

Objectively compare different locations

API-enabled output for digital journeys and internal systems

Identify and analyse property and land for desirability

Finance and market context

Technology connectivity intelligence