

Why Your Data Quality Determines Your Growth Velocity

The single source of truth for real estate development starts with data you can trust. **Here's how we deliver it.**

Superior Data Enables Superior Decisions

When you can trust what you see, you can evaluate more, decide faster, and grow without limits.

We don't rely on a single data vendor. We invest over **\$1.5 million annually** licensing multiple authoritative sources from large national vendors to local jurisdictions, then systematically select the highest-quality data for every market and every record.

This isn't standard practice. It's expensive, technically complex, and requires significant engineering infrastructure. **It's why other platforms can't match Prophetic's data quality without fundamentally changing their business model.**

Multi-Source Reconciliation: Verified, Not Assumed

The Standard Approach: Single vendor, accept what you get, inconsistent quality across markets.

The Prophetic Approach:

We compare data across multiple independent authoritative sources to identify discrepancies automatically. We profile each source for regional accuracy and completeness, learning which vendor provides the best data for specific geographies and property types.

We select the best record for each individual property. You automatically get the best available data for every market without manual intervention.

No single point of failure: When one source has gaps or errors, we fill them with verified data from alternative sources to the best of our ability. If a county's data is not current enough from our data partners, we manually extract the data to maximize currency rates.

This isn't guesswork. This is systematic quality assurance that other platforms simply can't offer.

Three-Layer Quality Architecture: From Raw to Decision-Ready

Layer 3: Final, Decision-Ready

Cross-validated, reconciled data selected for highest quality. Only information that passes our testing framework goes live. Everyone in your organization sees the same numbers because they're all looking at the same verified source.

Layer 2: Refined & Standardized

Automated validation systems clean, normalize, and standardize data from all sources, applying quality rules and tests at each transformation step. Our monitoring catches data anomalies and problems before they reach your dashboards, not after you've made decisions based on bad data.

Layer 1: Raw Data, Initial Ingestion

We preserve original source data exactly as received, maintaining complete audit trails and data lineage for compliance and verification.

Technical note: Prophetic is built using modern data engineering standards with automated testing at each layer and continuous quality monitoring. If a test fails, downstream data assets are automatically protected; bad data never propagates forward.

Continuous Quality Monitoring: Problems Caught Proactively

We don't wait for you to discover data issues. Automated monitoring systems profile incoming data for:

- **Completeness:** Missing critical fields, unexpected nulls, coverage gaps
- **Consistency:** Changes in formatting, unexpected value ranges, cross-source conflicts
- **Anomalies:** Statistical outliers, unusual patterns, sudden data shifts
- **Currency:** Update delays, stale records, county-level outliers

When issues are detected, our team receives automatic notifications and resolves problems before data enters your production environment. **With Prophetic, you get reliability without the constant fire drills.**

Data Quality Metrics That Set Us Apart

While vendors claim “comprehensive” or “high-quality” data without defining what that means, we quantify our quality dimensions:

- **Coverage & Completeness:** Multi-source strategy provides comprehensive field density that no single vendor offers. When one source lacks parcel-level detail for a region, another fills the gap. Prophetic invests over \$1M/year in licensing multiple sets of the best possible data on the market so that you always see the best available information.
- **Accuracy:** Cross-validated across independent sources with discrepancies identified and resolved systematically.
- **Auditability:** Complete data lineage from original source through every transformation. Know exactly where every data point came from and how it was validated.

From Multiple Conflicting Systems to One Trusted Source

Real estate teams typically operate across dozens of platforms with no central source of truth. Property records from one system, transaction data from another, parcel boundaries from a third, each with different formatting, definitions, and quality standards.

Prophetic ends the reconciliation nightmare.

Your analysts stop vetting data and start analyzing opportunities. Your executives stop questioning numbers and start making confident decisions. Your organization speaks the same data language.

The result: Your business grows faster.

Why Other Platforms Can't Compete On Data Quality

We built Prophetic from the ground up because data quality isn't an add-on feature. It's the foundation of everything we do.



Prophetic

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