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## **ICSC and RCA to build global shopping center directory**

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According to the International Council of Shopping Centers (ICSC), the world's largest shopping center trade association, it has entered into an agreement with Real Capital Analytics (RCA), a leading global research firm, to create the most comprehensive database of shopping centers globally.

"ICSC is pleased to work with Real Capital Analytics to expand its Global Shopping Center Directory coverage and offer a better delivery of this information for its members," said Michael Kercheval, ICSC's president and CEO. "More importantly than ever, the global financial meltdown experienced over the last two years taught us a lesson that a better understanding of the industry's global supply, demand and capital needs are crucial and this agreement with RCA is a step towards that objective."

"The combination of ICSC's global membership network and RCA's global research experience will allow us to deliver a powerful shopping center directory to ICSC members," said Bob White, RCA's founder and president. "ICSC members will gain greater transparency into the global shopping center universe and be better equipped to conduct business in a more timely and efficient manner."

RCA will transform the delivery of ICSC's Global Shopping Center Directory and offer free baseline global shopping center data to ICSC members. RCA will also provide a discount to ICSC members for transaction information on global retail property offered by RCA.

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