

Goizueta Business Library

Creating Bridges to Knowledge

REIT Data in Bloomberg

Log into a [Bloomberg](#) terminal at GBL. GBL has two terminals; [reserve your time slot here](#).

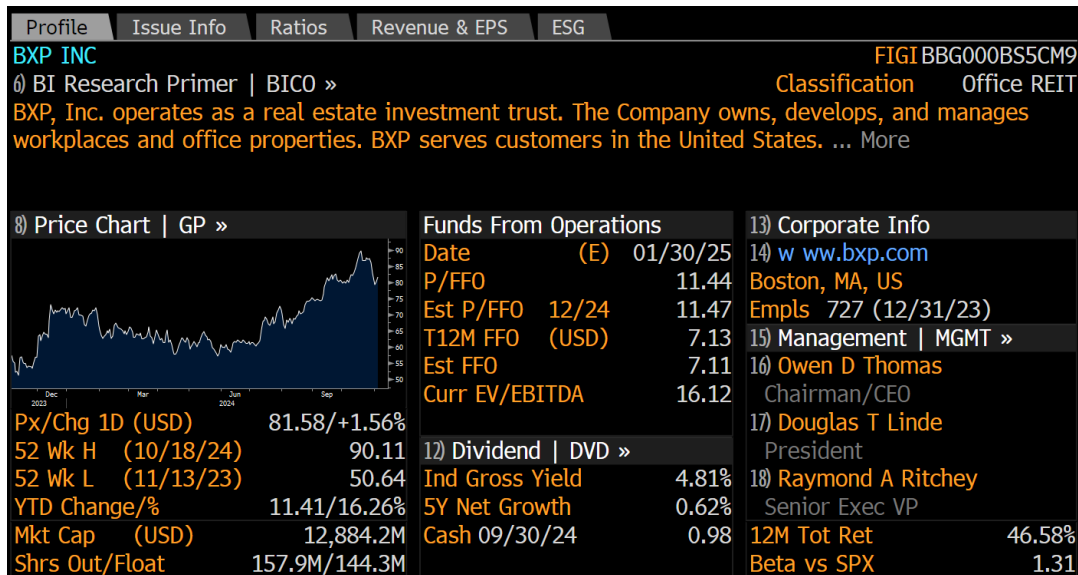
Search a REIT at the top of the page:



You'll be presented with the main menu for the REIT you choose. Two common data sets to search are **2) Security Description and 5 Financial Analysis.**



2) Security Description includes FFO, Market Cap, and other common data. The grey tabs at the top of the page will take you additional content.



5) **Financial Analysis** will dive deeper into several areas. Follow the grey tabs at top of page.



- 1) **Key Stats** FFO
- 2) **I/S** income statements, number of properties owned
- 3) **B/S** balance sheets, assets and liabilities
- 4) **C/F** cash flow template
- 5) **Ratios**
- 6) **Segments** – properties and their financials
- 7) **Addl** – includes acquisitions, dispositions, and development / under construction (Pipeline development)

Each numbered tab in the grey bar will include additional sub-tabs once selected.

For example, **6) Financial Analysis** has a sub tab, **6) Segments** with additional features to filter properties and their financials by measure, geography, etc.

