



BUILDING CRE REPORT 2023

To the Oval Room Group Network

We are excited to announce that our parent company, Buildout Inc., is launching its first ever annual report, recapping the first year since we joined forces with them. The addition of visual media services such as drone footage, aerial 360 mapping, and rendering services has allowed us as a whole to expand our offerings and provide a single source for the entirety of the commercial real estate industry needs. This expansion has allowed Oval Room Group to zero in on the needs and relationships we have grown with the owner and developer communities from around the world.

We know that there are four pillars to your success from promoting your portfolio, to showing what you do and what you've acquired/developed, as well as the path your business is on. Buildout's annual report can be a tool in your arsenal to better understand the brokerage audience as it's a necessary relationship, critical to your outcomes. Use this report as a way to understand how to best work with your broker and challenge them in areas that they might not be exploring.

Our expertise in visual media has allowed us to provide top-notch services to our clients. We are excited to continue to grow and provide the best services to our clients, and we look forward to sharing more about our journey in the annual report along with some interesting 2024 predictions.

Alex Taylor

A handwritten signature in black ink, appearing to read 'Alex Taylor', written over a horizontal line.

Book a Meeting



FIRST ANNUAL

Building CRE 2023 report



Introduction

Why create the Building CRE report? **Because it's time.**

Since 2010, Buildout dug its heels into understanding the fundamental drawbacks in the day-to-day for the commercial real estate brokerages. Emerging with a strong focus on automating the marketing efforts of top brokers in the Chicago market, we knew software was a viable solution. Buildout has since expanded our offerings to provide a holistic software suite that supports CRE professionals through every stage of the deal cycle from prospecting, data management, CRM, visual media, commission splits, and more. Our pervasive nature affords us the ability to have data gathered from nearly half of the industry's brokers whom we call Buildout users.

Over the past 13 years, we have witnessed highs and lows of the market and continued to pivot alongside our users to provide new tools and resources. This evolution coincides with the natural technological boom in every aspect of our lives, not just business. The emergence of "proptech" happened because there is a fundamental need to get back to the basics and shift all of the other noise to tech tools, platforms, and so forth.

What we know to be true, is that the most successful commercial real estate brokers and brokages know where to be creative and where to use the science of broker achievement. Their success is marked by consistently investing in their brand while ensuring there is continued education on tools and processes required to make them successful. And ultimately, the brokers who understand their sweet spot in their business make sure to give themselves time to heavily focus there and automate the rest.

So it's now time for us to be a true partner to shed light on trends as well as challenges we've all faced this past year. And to give a forward look to all the possibilities in 2024 — and beyond.



Jason Tillery

Co-CEO, Founder



Kris Krisco

Co-CEO



BUILDING CRE | 2023 REPORT

Table of Contents

FIRST ANNUAL | **BUILDOUT.COM**

04

SELECTION | STATE OF BUILDOUT

07

FOUNDATION | TODAY'S LANDSCAPE

10

STRUCTURE | PROSPECTING & CRM

13

DECOR | BRAND & MARKETING

17

CLOSING | MANAGING THE DEAL

24

LOOKING AHEAD | BUILDOUT'S 2024 PREDICTIONS



BUILDING CRE | 2023 REPORT

Selection State of Buildout

FIRST ANNUAL | [BUILDOUT.COM](https://www.buildout.com)





Buildout's expansion as a full life cycle suite

Buildout has a long history in CRE marketing — in fact, we started off in the consulting space. Today, our marketing package has over 100% retention rate and has gained the trust of over **40,000+** brokers across the country as well as **50,000+** investors. Buildout is the undisputed leader in automated CRE prospecting, CRM, and marketing technology.

Through client growth and acquisition, Buildout has quietly evolved into a fully comprehensive software suite that provides tools and tech for prospecting, pitching, marketing, transacting and closing — the full life cycle. As of 2023, Buildout has acquired four companies, supports the vast majority of the top brokerages, and in many ways, we're just getting going.



GROWTH & PRIVATE EQUITY-BACKED

13
YEARS IN BUSINESS

10
SYNDICATION PARTNERS

50K+
INVESTORS

40K+
BROKERS

4
ACQUISITIONS IN 2+ YEARS

APTO | RETHINK | PROSPECTNOW | OVAL ROOM GROUP

[Learn more](#)



We listen and we're here for you

We believe in a future and working environment that is broker-led and tech enabled. Our value stems from recognizing the needs of the industry to support the day-to-day critical work. This past year we recognized that our position is not that of a platform but a total software suite with additional services such as visual media and branding to assist those within the industry to be able to pick and choose what is needed.

STRENGTHS

01

BRANDED MARKETING AT SCALE

Users value the quality of automated, branded marketing materials for brokers to be able to use at scale.

02

CRM FLEXIBILITY

Through acquisition and proprietary build, we offer an arrangement of Salesforce backed and non-salesforce back CRM solutions as no one CRM fits all businesses.

03

CUSTOMER CENTRIC

User feedback shapes the product suite roadmap supported by human customer success teams.

04

ENTIRE DEAL CYCLE

Product stickiness comes for the opportunity to use the full software suite to enable the entire deal flow down to royalty payments.

05

GIFT OF TIME

Users who embrace that the future is broker led, tech enabled find that they can delegate all the administrative tasks to Buildout software, getting more time back in their day.

OPPORTUNITIES

01

SIMPLIFY USER EXPERIENCE

Users have expressed contrasting experiences in various tools. Looking to expand on the ease of use core products have across the entire suite.

02

CONTINUED EDUCATION

Expanding user resources is never-ending and training will continue along with developing more on-demand, quick resources to use on your own time.

03

PRODUCT NEWS

In addition to education, a desire to know where Buildout is going has also been asked. Look forward to upcoming quarterly product launch reviews in 2024.

04

CUSTOMIZATION CAPABILITIES

Users have expressed an increase in customizations. Some are brought back in for potential roadmap while others are discussed individually.

05

EXPANDING INTEGRATIONS

As technology advances, we're always on the lookout for new integrations to increase the ease of use whether it's data resources, AI tools, or more.



BUILDING CRE | 2023 REPORT

Foundation

Today's landscape

FIRST ANNUAL | [BUILDOUT.COM](https://www.buildout.com)



Persevering on shaky grounds

The market conditions and unforgiving interest rates of 2023 created stress across all teams, no matter their size. From enterprise firms to the independent brokers, there have been shifts in how we approach business. CRE roles from administrative, financial, marketing, principals and sales are shedding old practices left and right to find ways to maximize business — with less. Less people power, less closings, less resources, less time.

Those that come out strong are leaning into the focus of time management and profitability. The transition has moved the traditional methods of sticky-note prospecting into a dependence of tech adoption to reduce costs and create needed efficiencies. These changes are where we saw pockets of strengths through a turbulent year. The following are key points gathered from our insights and industry leaders:

- Starting back in Q3 of 2022, we began to see a slide of the number of qualified leads per property on market from 10.6, the year previous, to an average of 7.25. This doubles the importance of evaluating how we prospect along with the volume of marketing to cast your net.
- The average sale price across property types only slightly varied this year with a big spike for hospitality in Q2 and a dip for offices at the same time. However, multifamily (\$6.2M to \$6.7M) and special purpose (\$2.2M to \$2.5M), incrementally grew quarter over quarter.
- CRE is stepping up their tech game, globally, by incorporating customer relationship management (CRM) tools into their

day-to-day operations. By the year 2030, it is projected that the global market for commercial real estate CRM software will reach a value of \$1.5 billion, with a compound annual growth rate (CAGR) of 12.8% from 2023 to 2030. ([Source](#))

[Jump to Page 12 for a CRM buyer's guide](#)

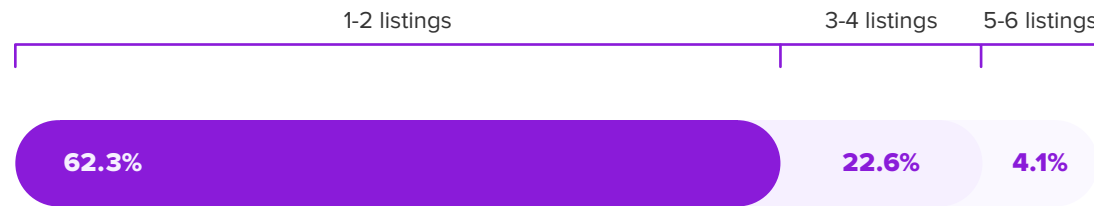
- Seller financing is growing momentum. As Buildout works with both brokers and investors, we see the increased need to keep both parties at the deal table. Sellers can receive their asking price over time, while buyers often get a better interest rate compared to traditional bank financing and more favorable terms from the property owner. This approach eliminates the need for appraisals, allowing deals to close faster, and removes the burden of finding a 1031 exchange or paying capital gains taxes.
- Leasing came out strong in 2023. As noted in the CBC Worldwide mid-year report, “despite rising lease rates during the past 12 months, tenants are not pushing back. Shortage of good real estate, high construction costs and growth of small businesses will likely keep driving people to lease rather than buy over the next 6-9 months.” ([Source](#))

Considering the well known concerns over the economy and interest rates, commercial real estate activity continues especially in multifamily and special purposes with lease opportunities. The uncertainty surrounding the market conditions will result in a more cautious approach to CRE transactions for the remainder of the year and well into 2024. However, despite any of this activity in the market continues.

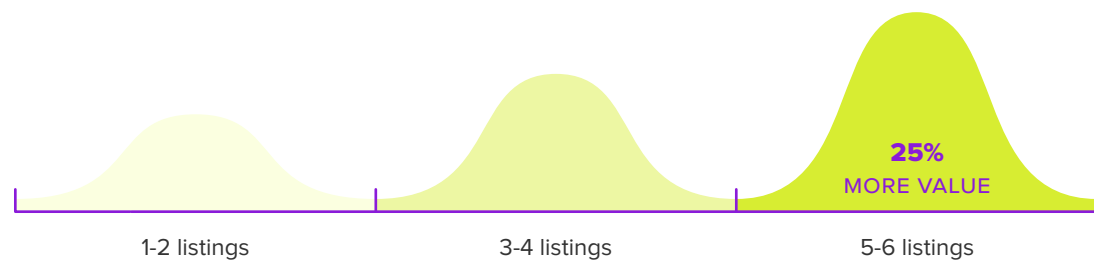


CRE leaders' sentiment

Buildout has partnered with The Brokers List for the past 8 years to run the DNA of CRE survey. This year we are relaunching the full survey in Q4 to publish results in Q1 of 2024 (stay tuned). The following data points are taken from a smaller sample of brokers who completed a version of the survey during 2023. We are calling this the 'Leaders' Sentiment' to round out a look at today's market.



Nearly 2/3 (62.3%) of brokers expect to win 1 - 2 listings per month versus 22.6% expect to win 3 - 4, while a much smaller fraction, only 4.1%, expect to win 5-6 listings per month.



While it's tempting to assume that brokers winning 5-6 listings are winning more small deals. In fact, that's not the case. On average those expecting to win 5-6 listings each month are also doing deals that are 25% more valuable.

ONE PRELIMINARY FINDING THAT STANDS OUT IS THAT HIGHER PERFORMING BROKERS (EXPECTING 5-6 NEW LISTINGS EACH MONTH) IS HOW THEY SPEND THEIR TIME.



Top performing brokers spend on average **13%** more time prospecting for new clients and **16%** more time marketing their listings but a striking **50%** less time nurturing existing clients, despite reporting that their top source of new prospects are existing clients at virtually the same rate as respondents overall.

Among those that win 5-6 listings per month, they not only spend more time on prospecting for new clients but they also report doing more of all kinds of prospecting activities ranging from cold calling to community involvement.

While these results are preliminary (still gathering more responses through December 2023. You can [take the survey here](#) to lend your voice), it appears that top performing brokers prioritize adding more clients and moving properties faster and driving more demand (and potentially more competing bids) with more time spent on marketing.



BUILDING CRE | 2023 REPORT

Structure Prospecting & CRM

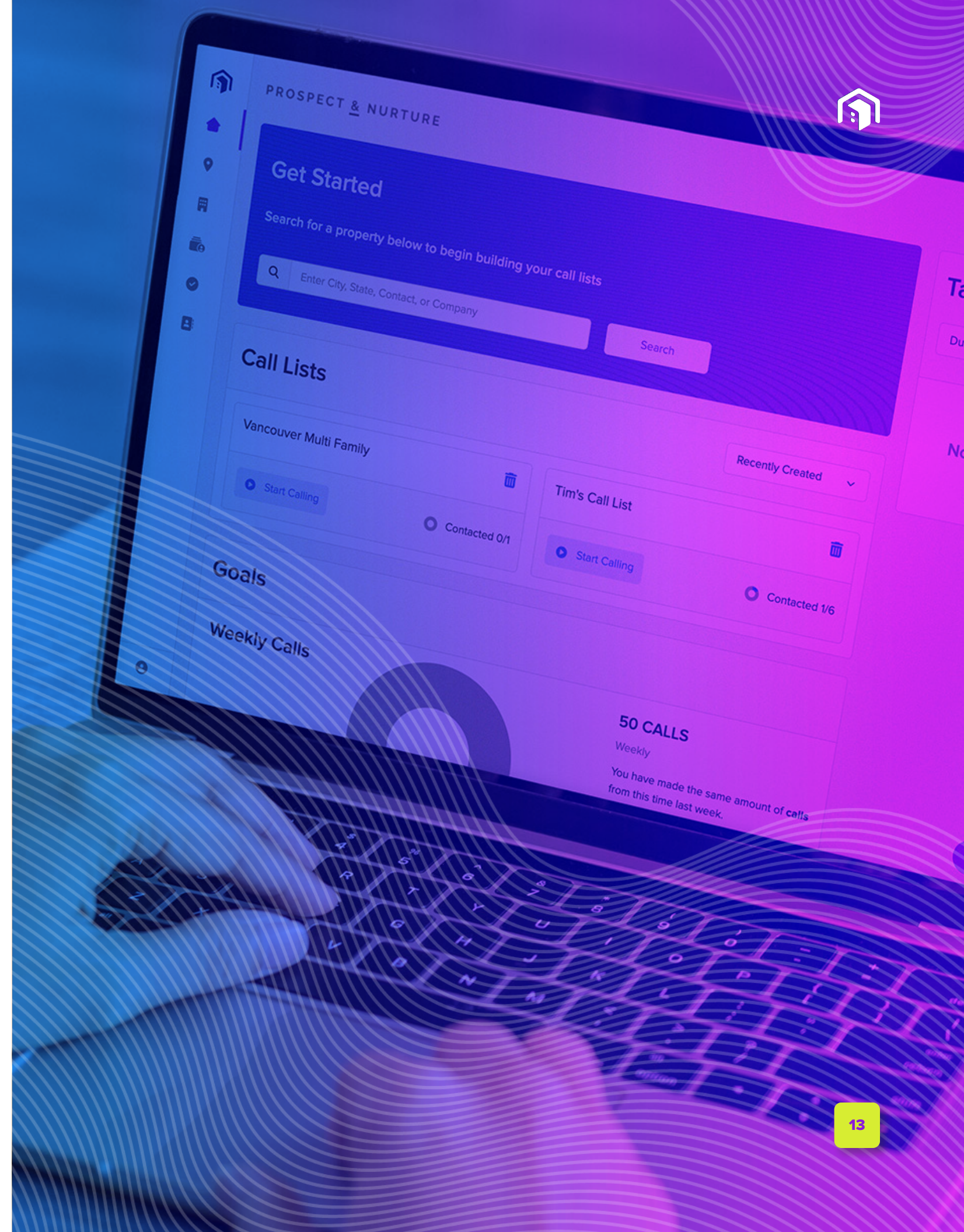
FIRST ANNUAL | [BUILDOUT.COM](https://www.buildout.com)

Power up broker-led prospecting

Buildout believes that the current state and future of work is broker-led, and tech-enabled. And brokers that lead with strong prospecting efforts are bringing the human relationship part of the business equation where software is limited. Where software becomes the complement to the human-to-human connections, is supporting a proper workflow and call lists in a place that is backed by a database and prevents user-error, like our friend, the passed around spreadsheet.

We took an indepth look at Prospecting & Nurture package along with early survey entries from the annual DNA of CRE survey we manage, and found the following quick takeaways:

- We see that brokers are managing an average of 5 call lists per week.
- The same brokers are spending approximately 4-10 hours per week prospecting.
- The #1 source for new prospecting opportunities is from referrals from past clients at a whopping 82% response rate.
- We also see that top-performing brokers engage in all types of prospecting activities at the same or higher rates than their lower-performing peers (those expecting to win 1 - 2 listings per month) with two striking exceptions: social media and website lead forms. Among top performers, the variance of utilization rates for direct mail is striking, A full 26 percentage points higher (165% higher rate of utilization).
- Top-performing brokers place greater emphasis on cold-calling, with 33.3% stating it's the #1 most effective method to prospecting for new opportunities versus 20.5% average among all responding brokers. Likewise, referrals from past clients receive more attention among top performers 66.7% versus an average of 45.2%.





Quick buyers' guide for CRM

A contact and property database should be an integral, seamless part of the work brokers and other CRE professionals do every day, not just an additional responsibility to maintain. That's why it's time to change the conversation around prospecting tech and CRMs for commercial real estate. A database that adds to a brokerage team's working experience, not workload, is possible. Traditional CRM platforms built for sales teams in other industries simply don't operate the way CRE professionals need them to. The following are the five questions you should ask when evaluating a CRM, so you can purchase the right solution with confidence.

01

IS IT DESIGNED TO SUPPORT COMMERCIAL REAL ESTATE?

Technology companies often create generic solutions to solve problems for users across various industries. And they work fine... for most industries. But CRE isn't like most industries. Commercial real estate is incredibly complex. Every deal involves multiple people, businesses, cap rate analyses, and millions of dollars. And don't forget the need to automatically generate comp data from closed deals.

02

DOES THE CRM INTEGRATE WITH OTHER SOLUTIONS?

Another factor to consider when evaluating a CRM is integrations. If your CRM doesn't integrate with the other solutions (ex: syncing lead data) you use or plan to use, you'll end up entering the same data into multiple solutions or exporting data from each platform to aggregate and analyze in spreadsheets. Not only does that approach waste time, it can also lead to data-integrity issues, as it creates additional opportunities to introduce human error.

03

WILL THE CRM SUPPORT YOU AS YOU GROW YOUR BUSINESS?

The next thing you need to determine is whether your CRM will scale. After all, the point of purchasing a CRM is to help you grow your business. Unfortunately, not every CRM has the infrastructure to support a growing brokerage. Make sure the CRM you invest in can support your growth, so you don't have to go through the process of evaluating and implementing a second CRM as you become more successful.

04

WILL THE CRM SUPPORT YOUR CURRENT WORKFLOWS AND PROCESSES?

Your unique approach to dealmaking is part of your competitive advantage. But some CRMs can only support limited workflows and processes, forcing users to change the way they work to fit the platform. Investing in a configurable CRM, however, will ensure you have the flexibility needed to set up the solution to support the way you work today.

05

HOW WILL THE CRM PROVIDER ENSURE YOUR SUCCESS?

While a CRM's capabilities are important, they aren't the only thing you should consider. It's also important to know how your CRM vendor will partner with you to ensure your success. A supportive CRM provider will help you get the most out of your solution by providing an implementation team, offering training, and provide multiple ways to get support.



BUILDING CRE | 2023 REPORT

Decor Brand & Marketing

FIRST ANNUAL | [BUILDOUT.COM](https://www.buildout.com)



A marketing solution built for CRE

The foundation of Buildout started with marketing automation for the commercial real estate industry. Marketing is in our blood, sweat, and keystrokes as we code. And in our 13+ years in this space, we have seen the evolution of adoption and scaling of quality that brokers are leveraging in their marketing. It's why, at this time last year, we purchased **Oval Room Group**, the leader in visual media. Marketing is an integral part of business and is a non-negotiable when looking to get ahead of the competition; no matter how the market is fairing.

And marketing starts with pushing a listing out for consumption. Here at Buildout, more than $\frac{1}{3}$ of the market listings are leveraging our software. So we're going under the hood of our code, to extract what is the perfect blend of marketing?

LET'S EXPLORE:

- ▶ **How are top brokers optimizing their marketing efforts?**
- ▶ **And where does Buildout see opportunities to increase leads?**



Spoiler alert, higher marketing volume equals more leads

In the market review, we noted that we have witnessed a decline in leads per property. What we wanted to uncover is what is the right mix and volume of marketing materials to land leads. And simply put, more equals more. Properties with little to no marketing activity are going to be sitting close to that average of 7.25 leads. However, no one is winning at those levels right now. Maximizing documents (OMs, proposals, brochures, flyers) and email campaigns will create a larger lead volume, regardless of property value size.

▶ Properties with **5+ documents** and **5+ emails** (think drip campaign) see averages that are **2x** and even **3x** the average.

▶ We also monitored the activity across the size of brokerages. And on average, enterprise customers are producing the **same volume of materials** as that of large to medium size customers but yet their lead volume is less. This may suggest that the sweet spot of medium size firms are focusing on personalization in their materials.

▶ Also interesting to note, that the price of the listing **does not waiver** the volume of marketing attributed. This too may be another way to look at how to cut through the noise.



PROPERTIES WITH 0 DOCS



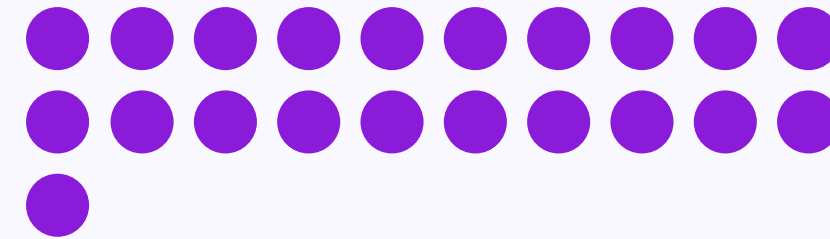
average leads per property

PROPERTIES WITH 1+ DOCS



average leads per property

PROPERTIES WITH 5+ DOCS



average leads per property

PROPERTIES WITH 0 EMAILS



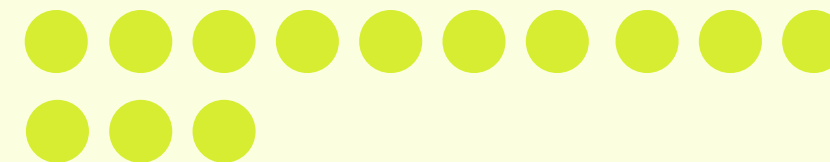
average leads per property

PROPERTIES WITH 1+ EMAILS



average leads per property

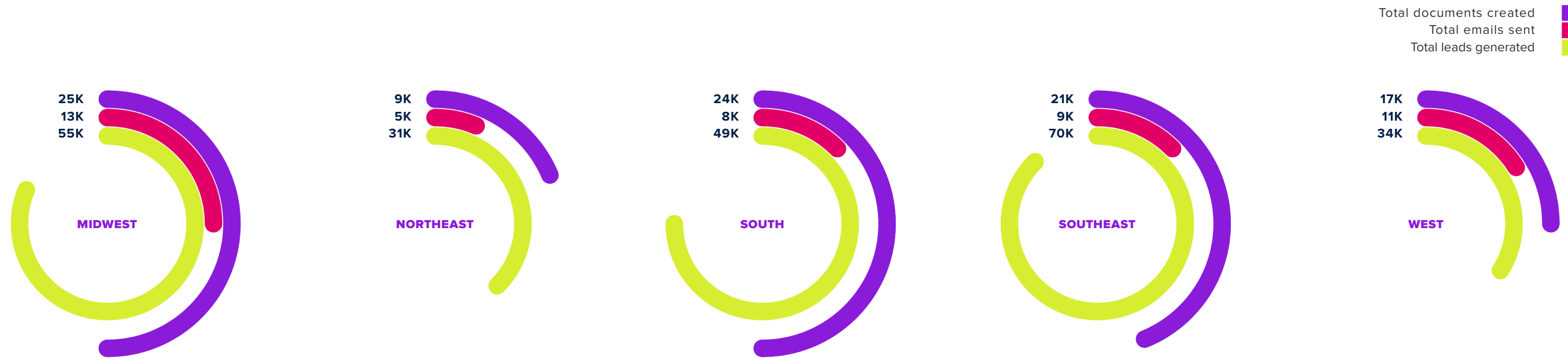
PROPERTIES WITH 5+ EMAILS



average leads per property



Buildout serves brokerages nationwide



AVERAGE TOTAL DOCUMENTS CREATED

For these five US Regions, the average Total Docs Created is **19.3K**, and the median value is **20.9K**. Midwest has the highest average Total Docs Created (**24.7K**). Northeast has the lowest average (**9.2K**).

AVERAGE TOTAL EMAILS SENT

For these five US Regions, average Total Emails Sent is **9.2K**, and the median value is **9K**. Midwest has the highest average Total Emails Sent (**13.1K**). Northeast has the lowest average (**4.8K**).

AVERAGE TOTAL LEADS GENERATED

For these five US Regions, average Total Leads Generated is **47.9K**, and the median value is **48.9K**. Southeast has the highest average Total Leads Generated (**70.1K**). Northeast has the lowest average (**31K**).



BUILDING CRE | 2023 REPORT

Closing Managing the deal

FIRST ANNUAL | [BUILDOUT.COM](https://www.buildout.com)



Evaluating transaction data to **understand** the market

Within the Buildout software suite, we reserve a special area just to maximize the end stages of deal flow. This is what we call Manage & Close. It is the CRE tool filled with resources to support admins, finance, principals and individual brokers, even down to royalty and commission payouts. Evaluating our year-to-date data, we wanted to provide the CRE industry with two key questions, below, as well as insights we've gathered from Manage & Close activity.

Use this data as directional. Using Buildout data to track trends is tricky, because data is reliant on the numbers provided by users. Total transaction volume may go up just by virtue of the fact that we have brokers and brokerages signing up daily. Also note, any large customer focused on a particular property type or region could skew the data too. With that said, this is a strong testament that the market continues to move and there are certainly sweet spots that are doing really well.

LET'S EXPLORE:

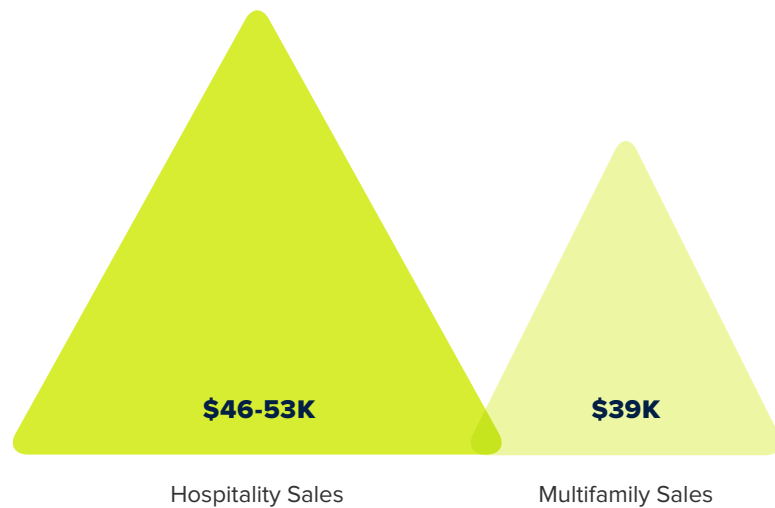
- ▶ **Which brokers are making top dollar, and where?**
- ▶ **And how does Buildout see the market evolving over time?**





Which brokers are making top dollar, and where?

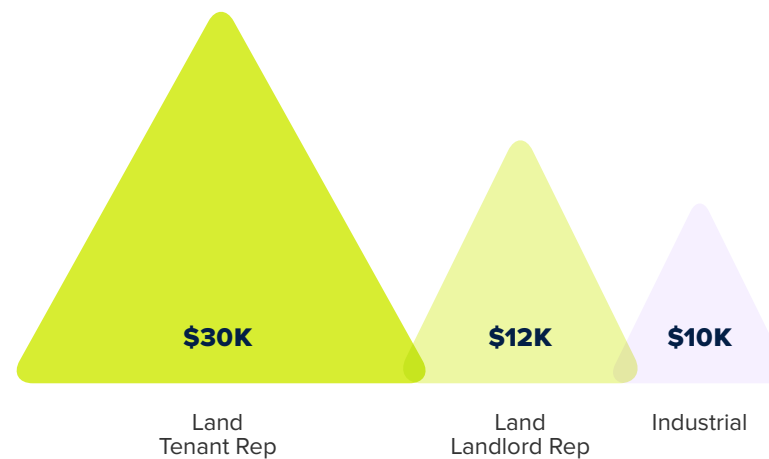
AVERAGE DEAL SIZE (SALE)



SALES

Brokers focusing on hospitality sales (incl. buyer rep) make the most, averaging **\$46-53k** per deal. Followed by multifamily sales brokers, averaging **\$39k**. This is despite the fact that multifamily sales brokers do the biggest deals (Avg. Transaction Value of \$4.5M).

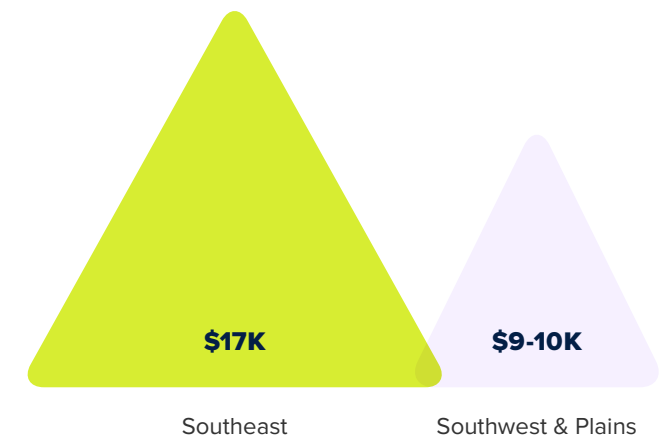
AVERAGE DEAL SIZE (LEASE)



LEASE

In the leasing world, repping tenants looking for land is most lucrative (**avg. \$30k**). Land brokers also top the list for landlord rep (**\$12k**), followed by industrial (**\$10k**), retail (**\$7k**), and office (**\$5k**).

AVERAGE COMMISSION (PER BROKER BY REGION)



WHERE IS THE MONEY?

The avg. commission per broker is highest in the Southeast region (**\$17k**), specifically the state of Georgia (**\$41k**). The Southwest and Plains regions have the smallest commissions on average (**\$9-10k**).

*The key stat here is **Avg. Broker Commission**. This is the average commission for an individual broker on a deal, based on all deals YTD.

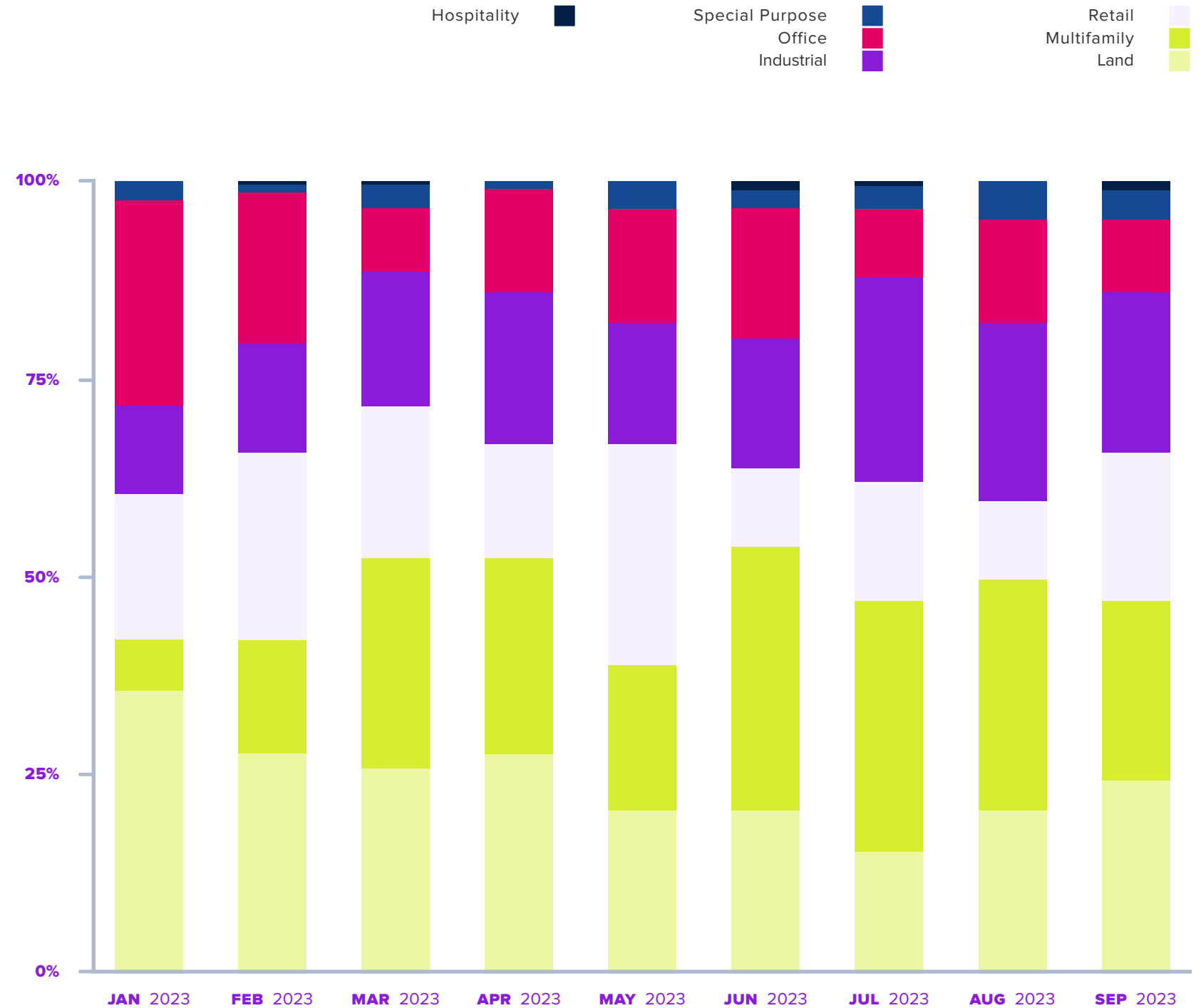


How is the market evolving over time?

Monthly sale volume by property type

First we look at sale (incl. buyer rep) transaction volume, by property type. Land starts out with the biggest market share (**37%**) but contracts both in share (**25%**) and absolute volume. Office also sees significant contraction (**28%** to **12%**). While retail and industrial saw drops in absolute volume, they gained market share. Multifamily saw the most significant growth by far, tripling its market share from **6%** to **19%**.

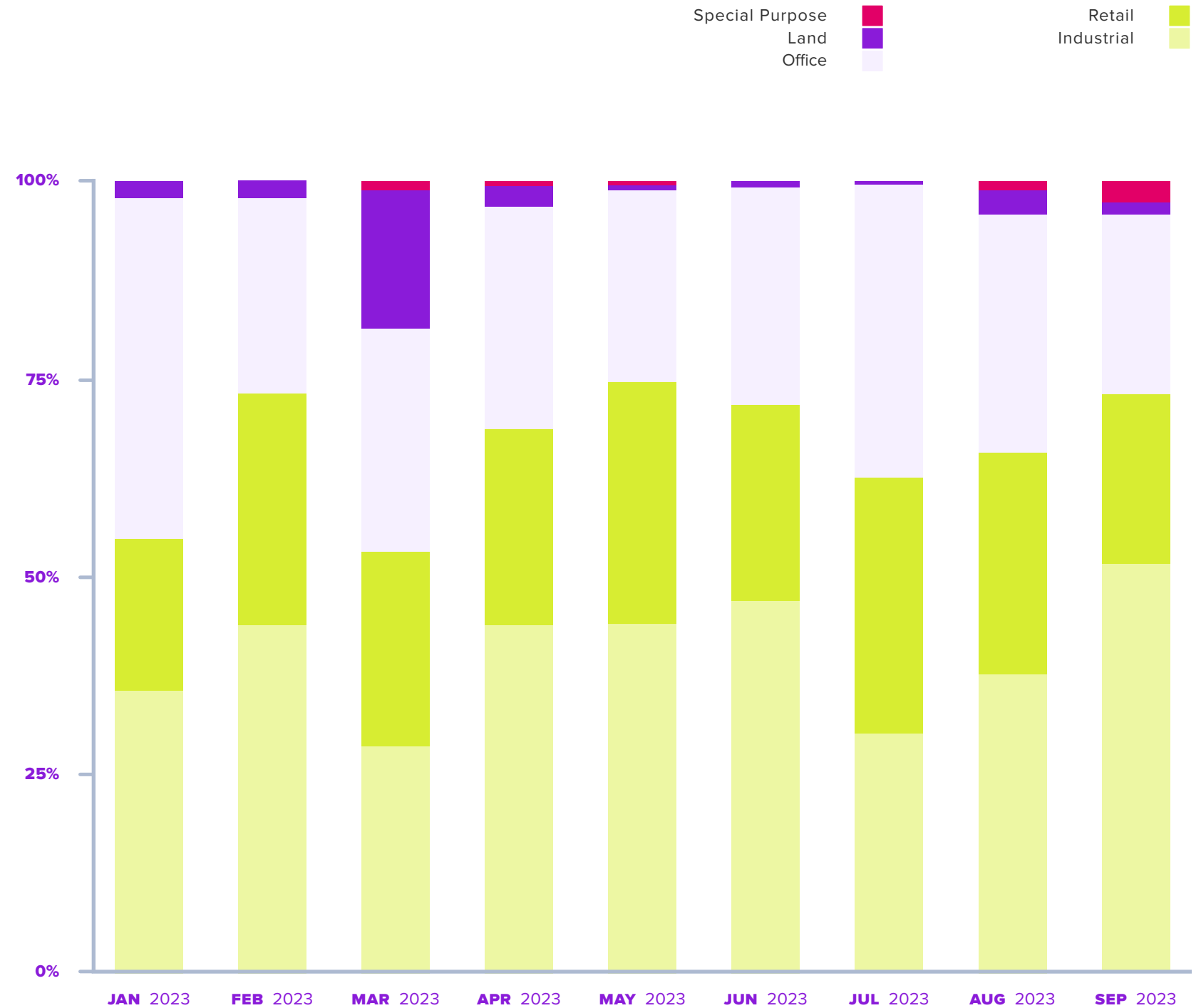
This is what the charts show: What percentage of total transaction volume is captured by a particular property type or region, month by month.





Monthly lease volume by property type

Then we look at leasing (incl. tenant rep). Industrial leasing was the clear leader, capturing more than **50%** of all lease transaction volume in September, vs. **39%** at the start of the year. Despite losing some market share, retail leasing saw a modest increase in monetary volume. Perhaps reflecting ongoing headwinds in the market, office leasing saw declines in both monetary volume and market share (**33%** to **22%**).



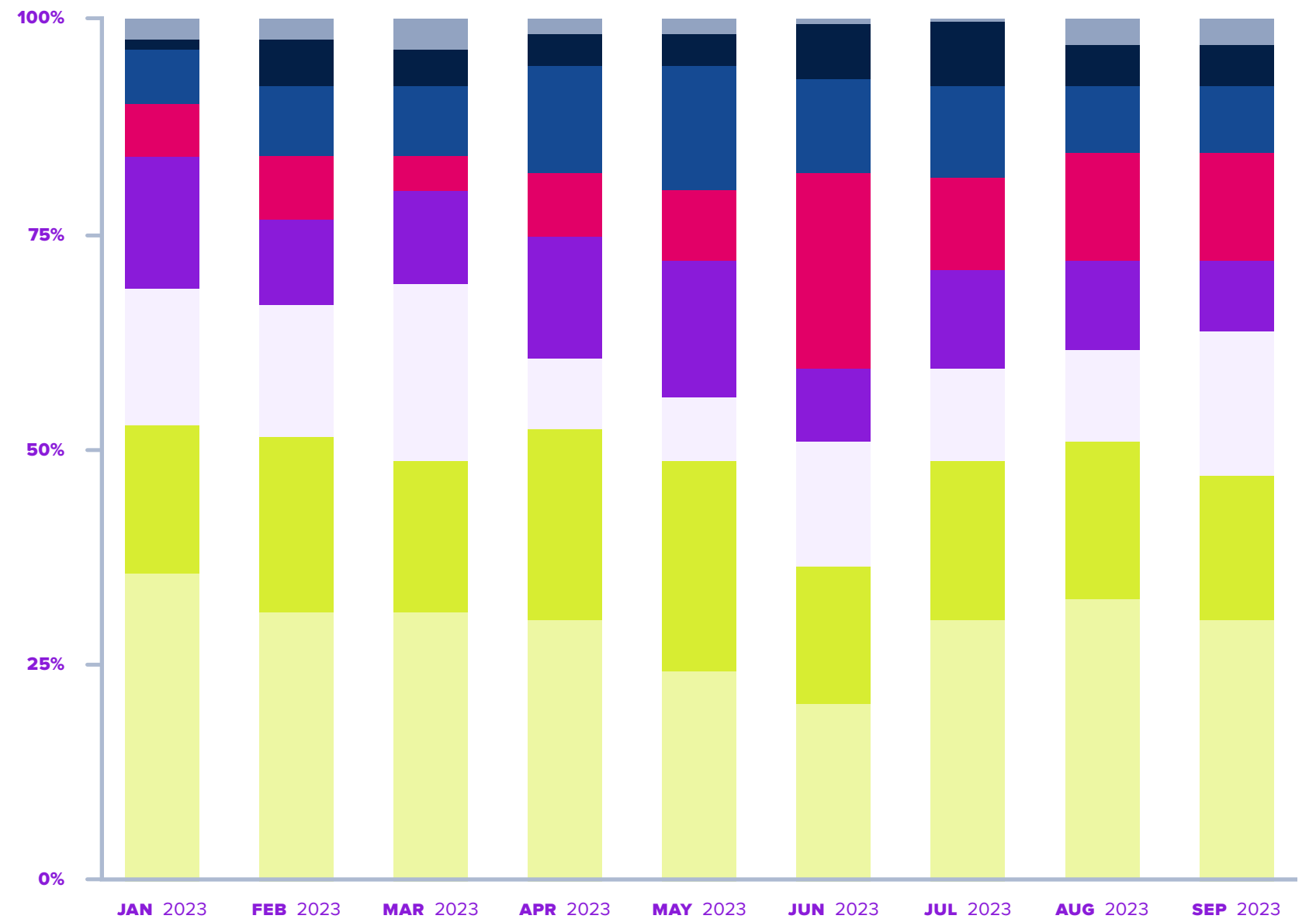
This is what the charts show: What percentage of total transaction volume is captured by a particular property type or region, month by month.



Monthly transaction volume by region

Finally, we look at total volume by region. While the Southeast continues to represent roughly a third of the overall market, it saw declines in transaction volume and market share, as did the Southwest and Far West regions.

The Plains, Great Lakes, and Mideast regions all saw increased volume, with their share of the market nearly doubling in 2023.



This is what the charts show: What percentage of total transaction volume is captured by a particular property type or region, month by month.



BUILDING CRE | 2023 REPORT

Looking ahead Buildout's 2024 predictions

FIRST ANNUAL | [BUILDOUT.COM](https://www.buildout.com)





Wrapping up and looking forward

Buildout emerged during one of the toughest economic times for this generation, during the Great Recession that spanned between 2007 and 2012. Many commercial real estate professionals were experiencing immense financial turmoil and here we were, a tech company saying, there's a new way to leverage tech to offset loss. Loss of time, loss of focus, loss of the ability to do what you do best. This was also a time when lenders began to implement a strategy known as "extend and pretend" to extend loan terms when year after year, we had to pretend that those loans were performing well. This past year was tight — there is no pretending otherwise. But we see the strategy shift more towards "extend through the end" and the end being the conclusion of the Federal Reserve's interest rate hikes.

We're not out of the woods but there is an end in sight. Economists predict that by mid-year, 2024, we'll begin seeing gradual reductions in rates. And this will automatically stimulate the CRE investment landscape leading to a boom we all know and love. The following is 'Buildout's 2024 Top Prediction List' that is both a bit of optimism as well as thoughtful watchouts as we cross the threshold into another year of mixed outcomes.

- ▶ **01** **DON'T UNDERCUT THE MIDWEST**
Multifamily as we have shared in our annual report, is doing well. It is the one property type with steady growth over the entirety of the year and void of any massive ups or downs. That coupled with additional research shows that apartments in the suburban Midwest are expected to not just do well, but THRIVE. These apartments are currently being offered at attractive capitalization rates (cap rates) ranging from 6.0% to 8.0% and above. In comparison, apartments on the Coasts and in high-growth Sunbelt markets have cap rates of 4.0% to 6.0%.
- ▶ **02** **DATA MATURITY**
The global CRM market size has seen huge growth. It is said to reach USD 145.79 billion in 2029, with a rise of 12.5% CAGR during now and then. And the CRE industry is catching on the massive benefits when it comes to automating and managing your contacts. A CRM solution will help your firm with data maturity which provides the ability to enhance productivity and make informed decisions based on data. We will see more brokers adopting CRM practices to surpass business objectives by simply creating a better understanding of their operations and property positioning.
- ▶ **03** **ACCESS TO CAPITAL**
With a sizable number of commercial real estate loans coming due and global competition for commercial capital, seller financing offers buyers an additional avenue to access funding. This creative financing option amid rising interest rates will become favorable after rates change as they provide an alternative to financing options where traditional loans are not as favorable. Expect to see more options from investors asking for seller financing.
- ▶ **04** **CAP MARKETS**
In 2024, the commercial real estate Capital Markets will likely experience a continued lull due to high interest rates. However, a significant opportunity for disruption emerges in the tech sector as legacy tools with outdated UIs struggle to meet investor demands. We anticipate a recovery starting in Q3, spearheaded by cash buyers.



05

STRESS CAUSES DISTRESSED OPPORTUNITIES

According to my search results, CRE investment firms are actively raising capital for distressed funds in order to capitalize on defaulted loans, distressed property, and deeply discounted property in the next two years. It has been reported that approximately \$50 billion in capital has already been raised for distressed investments this year, with an additional \$100 billion available from existing CRE funds, resulting in a total of \$150 billion allocated for distressed assets. One specific area of opportunity mentioned is office assets in high-crime Gateway cities, which are expected to be available at discounts of 40% to 50% compared to pre-Covid values. While these areas may require another year or two to recover, they are considered to be excellent bargains for investors.

06

RISE OF THE OFF-MARKET

In 2024, the landscape of off-market listings in the CRE sector will undergo a notable shift. As the temptation to ‘cast the widest net’ through conventional marketplaces persists, a unique opportunity arises for listing-side brokers. Early adopters of cutting-edge technology will be armed with tools that enable them to close more deals independently, without the need to present their listings to the broader market of folks unable to actually transact. This approach not only offers discretion but can also optimize efficiency and profitability. The future will belong to those who strategically leverage technology to redefine the norms of property transactions.

07

HEAVY H1 MARKETING PUSH

How do you get out ahead of a predicted increase in demand? Prep all of your marketing now: prep how you will market, prep your best practices, get your brand in line, get your social media ready, organize and segment your contact lists, test out new OMs, try some A/B email campaigns, and create new collateral. This is the time now to experiment and organize before those rates change. Bombard your market with your brand and your name and take advantage of competition doing less. We already know that it takes 5+ marketing documents to generate 3x the leads. CRE marketing is a game of, more is more.

08

UPSWING IN THE MEDIA GAME

In 2024, the commercial real estate landscape, particularly within office, industrial, and retail sectors, will see a surge in the demand for high-quality visual media at the top of the marketing funnel. Statistically, studies have shown that properties featuring engaging visual content receive 67% more views compared to those with traditional listings.

This growing trend highlights the importance of using compelling visual media to attract potential buyers and lessors. High-level media solutions are projected to be indispensable in showcasing commercial properties, as they not only capture attention but also expedite decision-making.

Incorporating high-quality visual media will become a strategic imperative, as it's estimated that properties with immersive visual presentations tend to sell or lease 32% faster than those relying solely on traditional methods. In 2024, for commercial real estate transactions, these statistics underscore the pivotal role of high-quality visual media content in drawing and retaining potential stakeholders, ultimately leading to more efficient and successful deals.

09

FOCUS ON EFFICIENCY

With technology at our fingertips, we are able to do more than ever before. In 2024 we will see the market let up, but not fully. Firms who are rightsizing their staff and focusing on efficiency (starting now) will have a leg up to rapidly scale to meet the demand when it returns — with higher margins. This means a big infusion of cost-saving tech and automation, plus headcount restructuring, and end-to-end pipeline visibility. practices, get your brand in line, get your social media ready, organize and segment your contact lists, test out new OMs, try some A/B email campaigns, and create new collateral. This is the time now to experiment and organize before those rates change. Bombard your market with your brand and your name and take advantage of competition doing less. We already know that it takes 5+ marketing documents to generate 3x the leads. CRE marketing is a game of, more is more.

10

CLARITY ON AI/ML/GENERATIVE

Be leery of tech firms that tout “AI” solutions without delving into specifics. The term artificial intelligence has become a buzzword shrouded in ambiguity. Heading into 2024, tech companies must embrace the duty of clarifying to their users the distinctions between the places AGI, generative AI, and machine learning (ML) genuinely add value—as opposed to just hype. We predict an increase in the usage of these terms, and we urge you to critically evaluate what they really signify when used by any provider. Hint, hint: If your vendor/partner can't explain their use cases simply and without hesitation, they probably don't understand enough to be trusted.



CommercialEdge Network



ApartmentBuildings.com



theBrokerList

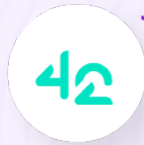


TenantBase



OUR VALUE ADD PARTNER NETWORK

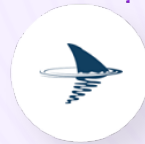
42Floors



Brevitas



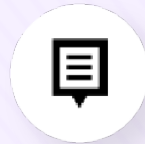
PropertyShark



RI Marketplace



Spacelist



AnthemIQ



Moody's | Catylist



Headerquartered in Chicago, Buildout is the leading commercial real estate software suite in North America. Buildout is trusted by over one-third of CRE brokers to find, win, marketing and transact more listings faster, at top dollar.

LEARN MORE AT WWW.BUILDOUT.COM

