



THE BUYER'S GUIDE TO CRE TECH

Identify gaps and  
fix your **fragmented**  
tech stack





The commercial real estate tech market is full of tools that promise everything but don't actually work the way you do. In an industry where your expertise is what closes the deal, your software should back you up, not get in your way. Choosing the right technology is about how your firm grows, not just an IT task. It's not about saving money, it's about solving for time. This guide is built to help you find the gaps in your current setup and avoid tools that create more work than they solve. Let's get to work.

## **The problem** with fragmented tech

Many CRE firms do not have a single system to run their business. Instead, they use a collection of different tools for CRM, marketing, and back-office tasks. When these tools do not talk to each other, your data is fragmented.

To stay sharp in today's market, you must recognize that fragmentation causes four main problems



### **TIME SPENT ON NON-REVENUE GENERATING TASKS**

According to our recent survey brokers spend 46% of their time on administrative, manual tasks.



### **DATA IS IN A SILO**

Because data is spread across different apps and spreadsheets, there is no single source of truth for the firm and its stakeholders.



### **MISSED OPPORTUNITIES**

The 2026 DNA of CRE results show that missed follow-ups is the #1 deal management challenge.



### **PIPELINE VISIBILITY**

Without a connected solution stakeholders can't see a comprehensive view of every deal, projected commission, or a financial forecast instantly.

IDENTIFY YOUR GAPS

# Where is your firm **losing revenue?**

Audit your current operations with a **sharp** focus on these four gaps where time and data are lost.

## The **data entry test**



**THE GOAL**

Enter property and contact data once and have it flow everywhere.

**THE GAP**

If you are manually copying information from your CRM into brochures or listing sites, your system is leaking time. A single update to a property's square footage should automatically sync across all marketing materials, listing portals, and internal deal tracking.

## The **connectivity audit**



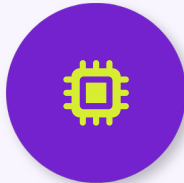
**THE GOAL**

One login for prospecting, CRM, marketing, and commissions.

**THE GAP**

If your team is bridging four or more different tools together, you lack cross-team visibility. Your marketing and finance teams should be able to see deal status without emailing a broker for an update.

## The **AI efficiency check**



**THE GOAL**

AI that does the work, like unmasking the decision-makers behind LLCs.

**THE GAP**

If your "AI" is just a chat box for suggestions, it isn't solving your admin problem. True automation should generate follow-up tasks and identify likely sellers based on real-time data.

## The **speed-to-market pulse**



**THE GOAL**

Taking a listing live in minutes because the data is already in your system.

**THE GAP**

If it takes days to get a proposal or website ready, your operational drag is too high. When a deal closes, those details should automatically become a searchable comp for future prospecting.



**DON'T CREATE MORE WORK WITH NEW TOOLS**

## Spotting the **red flags**

When searching for new technology, look for these signs that a tool will create more work rather than eliminate it:



**EXPORT TO CSV**

If a tool requires you to export and import lists to move data between apps, it is a fragmented system. True automation means you enter information once and it follows the deal.



**DISCONNECTED MARKETING**

Watch out for systems that require you to manually build flyers or property websites. Your marketing should be an automatic extension of your listing data.



**MULTIPLE LOGINS**

Every additional login is a barrier to adoption. If your team has to switch between five different apps to manage one deal, they will eventually stop using the software.

Your tech should work for you. If you have to spend your day manually syncing tools and double-checking data, your software isn't a tool, it's a distraction. If a vendor can't show you a workflow where you enter data once and it flows everywhere, they aren't solving your problem. When you evaluate tech, look for a partner that fixes issues instead of creating new ones.

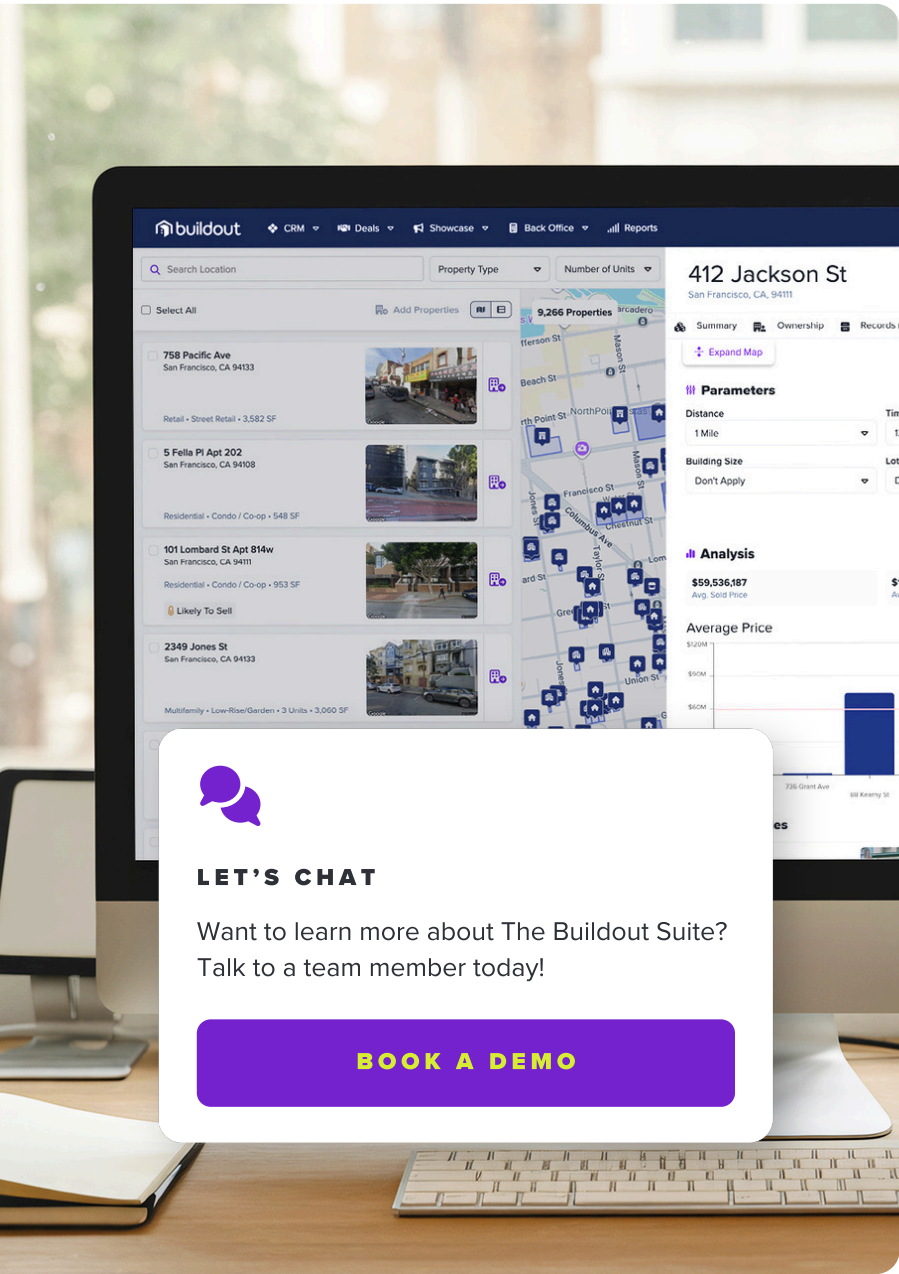
At Buildout, we built our platform to eliminate these exact red flags, ensuring your data flows from prospecting to marketing to your back office without a single "export" button in sight.



HOW WE COMPARE

# Buildout Suite vs the fragmented tech stack

FEATURE	BUILDOUT SUITE	LEADING COMPETITOR
Logins	✓ One login for everything	✗ 3-5 different logins and apps
Data Entry	✓ Data flows across all platforms	✗ Manual re-entry at every stage
Prospecting	✓ AI-powered research and outreach tool	✗ No prospecting tool
Email Marketing	✓ No 3rd party vendor required	✗ Email client required
Marketing Collateral	✓ Proposals, pitch decks, OMs, flyers, brochures, emails, and listing websites	✗ Basic flyers and email only
CRM Integration	✓ Fully integrated CRM, no heavy customizing, extensive lead tracking	✗ Needs integration, multiple vendor sign-ins, lite lead tracking
Visibility	✓ Real pipeline visibility for all stakeholders	✗ Siloed by broker or app



**LET'S CHAT**

Want to learn more about The Buildout Suite?  
Talk to a team member today!

**BOOK A DEMO**

**THE BUILDOUT SUITE**

# Your AI **automated** brokerage solution

A sharp advantage in CRE requires a platform that covers every stage of the deal.

**FIND & WIN | BUILDOUT CRM**

*Find owners, track relationships, and automate follow-up, so you win more listings with less work.*

- ▶ **Property Intelligence** | Connect directly to your deal workflow, helping brokers identify likely-to-sell properties, uncover ownership contacts and add opportunities to the pipeline.
- ▶ **Automated Follow-Ups** | Create tasks from contacts or deals, manage everything from a single task list, and use bulk actions to keep outreach consistent.
- ▶ **Relationship History** | Open any contact or property and see the full story; activities, tasks, connected deals, and related properties.

**MARKETING | BUILDOUT SHOWCASE**

*From property data to live listing in minutes. Transform structured deal data into branded marketing materials, websites, and emails all shared through our 20+ listing syndication network, instantly.*

- ▶ **One Source of Truth** | Everyone on the team is working from the same set of data. If a price changes, you update it once and it ripples everywhere—your flyer, website, and listing sites.
- ▶ **AI Assistant** | No need to open ChatGPT. Buildout AI reviews your property details to generate listing descriptions, location summaries, and highlights.
- ▶ **Native Email Marketing** (optional add-on) | No more need for third-party vendors.

**TRANSACT | BUILDOUT MANAGE & CLOSE**

*Manage commissions, splits, approvals, and revenue, directly inside the deal workflow.*

- ▶ **Pipeline Visibility** | Get a real-time, comprehensive view of every deal, projected commission check, and overall financial forecast—instantly.
- ▶ **No More Messy Spreadsheets** | Seamless data flow, from contact to commission.
- ▶ **Back-Office Confidence** | Error-proof calculations.