



RETHINKING THE GAME

How you can stop
hustling and **start winning**
with Rethink+





Leveling up your sales

In this business, if you're not moving faster than the competition, you're losing deals. This isn't just a saying, it's the reality of commercial real estate. We all know the grind: the long hours, the headache of juggling a dozen different systems that don't talk to each other, and the mountain of busywork that keeps us from the one thing that actually makes us money: deal-making.

That's where Rethink+ comes in. It's not just another piece of software; it's a strategic shift in how we work. This ebook is your playbook for using Rethink+ to reclaim your time, beat the competition to the punch, and build a smarter, more streamlined operation.



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01 | RECLAIMING TIME

The shift from busywork to **closing deals**

We're going to be straight with you: In commercial real estate, "time is money" isn't just cliché—it's the difference between eating and getting eaten. How much of your week is spent on manual data entry, hopping between a dozen different systems that don't sync up, and just generally doing endless busywork? For many brokers, the answer is a shocking amount, with some spending up to **30 hours a week** on administrative tasks alone. It's a massive drain on your time and, more importantly, your bottom line.

Rethink+ changes everything. The platform is designed to be a personal research assistant that handles the grunt work while you focus on strategy and deals. By putting Buildout's extensive United States property and ownership data directly into your CRM, it automates the tedious administrative tasks that hold you back, freeing you up to spend more time cultivating relationships and closing deals.

key benefits



RECLAIM YOUR TIME

Stop wasting hours on spreadsheets and manual data entry. Rethink+ automates these tasks, giving you time back for high-value activities that grow your business.



WORK SMARTER, NOT HARDER

Consolidate your research and client management into a single, seamless platform, which means fewer tabs, fewer headaches, and more time spent negotiating deals.



BEAT THEM TO THE PUNCH

With instant, actionable insights, you can act on a hot lead before the competition even knows about it. As a broker, you'll beat them to the punch nine times out of ten.



02 | OUTPACING THE COMPETITION

Speed to lead for winning deals

In our world, speed isn't a nice-to-have—it's the ultimate differentiator. When a new opportunity pops up, any delay in gathering insights means you're already falling behind, and that can cost you the deal. Rethink+ gives you an unfair advantage by putting instant, actionable insights right at your fingertips. While the competition is waiting on an admin to compile data or fumbling through generic CRMs, you're already dialing the decision-maker's number.

The “speed to lead” advantage isn't just a sales pitch—it's the difference between landing a client and missing out entirely. According to [LeadSimple](#), businesses that respond to leads within five minutes are 21 times more likely to convert that lead into a sale than those who respond in 30 minutes or more. With Rethink+, you get the tools you need to act decisively every single time. One broker put it best: “With Rethink+, you beat them to the punch 9 times out of 10”. In this business, that's not just good—it's extraordinary.

key benefits

**REAL-TIME INSIGHTS**

Say goodbye to scrambling to compile data manually. With Rethink+, you have instant access to what you need, when you need it.

**RAPID PROSPECTING**

Rethink+ helps you to be the first to act on a lead every time. It's seamless prospecting that gives you first-in-market access to new opportunities.



03 | STREAMLINING YOUR WORKFLOW

Consolidation **made simple**



How many browser tabs do you usually have open during a prospecting session? If you're like most brokers, the answer is—too many. Research, prospecting, client management, and analysis often require jumping between disconnected systems, creating inefficiencies and headaches. In fact, a 2023 [Quickbase](#) survey found that nearly 70% of employees reported wasting up to 20 hours a week chasing information across fragmented systems.

Rethink+ cuts through the clutter with one seamless platform. Consolidate your research, pipeline management, and outreach into a unified system that lays the groundwork for a cohesive strategy. Our customer Jennekah Barnes said it best, **“I don't have to have 40 tabs open anymore. I have like 3—and they're all Buildout.”** Say goodbye to scattered tools and hello to streamlined productivity.

key benefits

**ALL-IN-ONE PLATFORM SIMPLIFIES WORKFLOWS**

Rethink+ pulls Buildout's industry-leading property and ownership data directly into the CRM experience.

**REDUCE MISTAKES AND IMPROVE FOCUS**

By consolidating research and CRM activities into a single application, Rethink+ maximizes efficiency and helps you dedicate more time to cultivating relationships and closing deals.



04 | **LEVERAGING SMARTER DATA**

Targeted **outreach** **that converts**

We've all been there: you spend valuable time on outreach only to hit a dead end because the data was bad. Poor data quality leads to missed connections, untargeted outreach, and wasted effort. Rethink+ offers AI-powered insights that ensure your decisions are backed by verified and actionable information. It isn't just about having more data; it's about having the right data. [In a world where 95% of companies](#) have seen impacts on their businesses related to poor data quality, having a single source of truth is your competitive advantage.

Rethink+ uses AI to unmask decision-makers buried in special-purpose legal entities (like LLCs or corporations through the United States), providing high-confidence contact information, including phone numbers and emails. This change dramatically reduces the time spent on manual "LLC unmasking". Instead of chasing ghosts, you can zero in on the leads that matter, navigate fewer dead ends, and build stronger connections that drive measurable results.

key benefits



AI ENSURES DATA ACCURACY AND RELEVANCE

Rethink+ provides comprehensive and verified insights, ensuring every outreach is informed and targeted.



INCREASE THE LIKELIHOOD OF CONVERSIONS

With verified and complete contact information at your fingertips, you can build a more tailored strategy that converts more leads.



05 | LEVELING THE PLAYING FIELD

Compete like a **big player**

Let's be honest — larger brokerages have the resources to throw bodies and money at administrative bottlenecks. If you're an individual broker or on a lean team, you have to get scrappy. You're up against competitors with dedicated research departments and massive budgets. But team size shouldn't determine your ability to excel. Rethink+ flips the script. It acts as your built-in research assistant that works tirelessly in the background, empowering you to compete with major brokerages without needing a massive team.

By automating workflows and offering big-data insights that were once only available to the giants, Rethink+ allows you to “play bigger” and create outsized results. You can focus on strategy while the software handles the grunt work, ensuring you're continually operating at the highest level.

key benefits



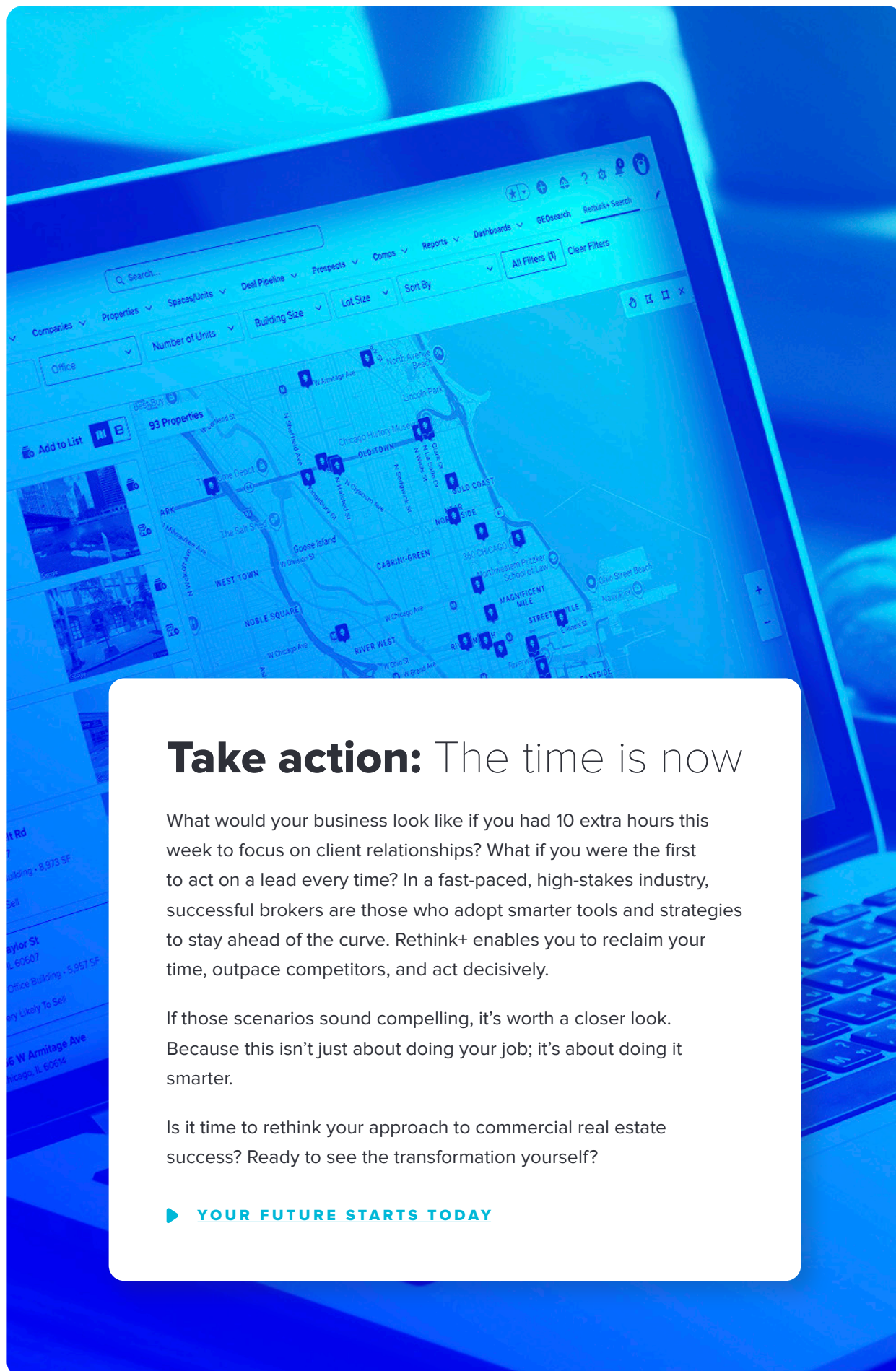
SCALE YOUR EFFORT WITHOUT SCALING COSTS

You get the power of a large research team in a single, affordable platform.



LEVEL THE PLAYING FIELD

Rethink+ is a strategic advantage for individual brokers and lean operations.



Take action: The time is now

What would your business look like if you had 10 extra hours this week to focus on client relationships? What if you were the first to act on a lead every time? In a fast-paced, high-stakes industry, successful brokers are those who adopt smarter tools and strategies to stay ahead of the curve. Rethink+ enables you to reclaim your time, outpace competitors, and act decisively.

If those scenarios sound compelling, it's worth a closer look. Because this isn't just about doing your job; it's about doing it smarter.

Is it time to rethink your approach to commercial real estate success? Ready to see the transformation yourself?

▶ [**YOUR FUTURE STARTS TODAY**](#)