



A BUILDOUT MARKETING GUIDE

# Shaping marketing, not just executing it





## WHY IT MATTERS

# How CRE marketing automation makes room for **strategy**

You could be running campaigns that win listings, building a brand brokers actually want to be associated with, and giving leadership the marketing data they ask for on the spot. Instead, most CRE marketers admit they spend their week typing property details into multiple platforms, chasing brokers for photos, and updating prices across every syndication channel by hand. The strategy work waits. The production work wins.

This guide is about flipping that ratio, not by working harder, but by removing the manual handoffs between your tools so your team can do the marketing your brokerage actually hired them for.



At the end of the day, I think this is a platform I can **scale quickly** and is pretty cost effective...

**REGAN CHERRINGTON** | KW COMMERCIAL





ONE ENTRY, SIX THINGS OFF YOUR PLATE

# The chain reaction of an automated system

You support a team of brokers, and every new listing or update lands on your desk. A broker forwards property details, asks for a proposal, then circles back two days later with a price change. What looks like one request becomes a chain of manual work: typing the same data into your CRM, your marketing platform, your listing sites, and your OM template. Then doing it all again when something changes.

In most brokerages, those 6 steps are your job, multiplied across every listing and every broker on the team. Each one is a chance for a typo, a broken link, or an outdated price slipping through to a syndication channel. [Matt Rossman, Director of Marketing at Bryan Industrial Properties, said it took his team two weeks to produce marketing materials, with no brand consistency, before they unified their tools.](#)

With a connected system, one entry creates momentum. You stop being the bridge between apps and start running the marketing strategy your brokers actually need.



DNA OF CRE INSIGHT | 2026



70% of CRE marketers create marketing materials as part of a team, **up from 57% the year before.**

NO AUTOMATION	WITH AUTOMATION
You type property details into the CRM, then the marketing platform, then every document template.	One entry powers the CRM, the deal record, and every marketing asset at once.
You write property descriptions, location copy, and highlights from scratch for every listing.	AI generates property descriptions, location copy, and highlights from the data you entered.
You build OMs, proposals, and pitch decks in a design tool, then chase down photos and brand assets.	Branded OMs, BOVs, proposals, and pitch decks generate from stored property data, on-brand every time.
You build a property landing page in your website tool and upload photos and details by hand.	A branded listing site publishes instantly, with lead capture and document sharing built in.
You log into 10+ syndication sites and post the listing on each one.	The listing syndicates to Buildout's network of 20+ partners in a single click.
You update the price across the CRM, the OM, the landing page, and every syndication channel.	You update the price once, and every asset and channel updates on its own.



# The hidden ceiling on **your output**

Here's what happens when you don't have one. **You're not just losing hours, you're losing the ability to grow output without adding headcount.**

	 <b>THE PROBLEM</b>	 <b>THE COST</b>
<b>01</b> The data entry tax	Every property detail you type lives in four places: the CRM, the marketing platform, document templates, and syndication channels. Four entries per listing, four chances for a typo, four versions to keep in sync. By Friday, half your week is gone to typing, and the strategic work, campaigns, brand, positioning, get pushed to next week. Every week.	<b>Half your week, gone to typing.</b> The strategy work waits, every week.
<b>02</b> The bottleneck	You can't move a listing forward without specs, photos, and pricing. Brokers send them in pieces, over email, Slack, and texts, when they remember. Listings sit half-finished while you follow up. By the time you have what you need, the broker is asking why it isn't live yet.	<b>Listings stall while you chase.</b> Then brokers ask why they aren't live.
<b>03</b> The ripple effect of every change	A price drops. A photo gets swapped. A spec gets corrected. In a disconnected stack, that one update means hunting through every place the listing lives and fixing it by hand. Something always gets missed. A client sees one price in one place and another on your website, and you spend the afternoon on cleanup instead of the next campaign.	<b>One change, ten places to fix.</b> Something always slips through.
<b>04</b> The syndication updates	Hand-keying listings into various channels takes hours per property. Multiply that by every broker, every listing, every update. You become a publishing operation instead of a marketing team.	<b>45% of CRE marketers are still hand-keying listings.</b> You're not alone, but you don't have to stay there.
<b>05</b> Production over strategy, every time	The deadline always wins. When a flyer is due Friday and a campaign brief is due "eventually," the flyer gets done. The brief doesn't. Manual production work crowds out the strategic work that would actually grow the brokerage, because the production work has a name attached and a date attached and a broker waiting.	<b>The deadline always wins.</b> Production crowds out strategy, every week.



# From executing to shaping: **Where to spend your time**

The work changes when automation handles the production. Here's what happens:

## Building flyers to building campaigns

Move from one-off collateral to repeatable campaign frameworks tied to your goals.

- ▶ Plan quarterly pushes around your strongest property types and markets
- ▶ Build campaign templates your team can reuse instead of starting from scratch every listing

## Production to brand building

Stop patching brand consistency listing by listing and start shaping how the brokerage shows up in the market.

- ▶ Define the voice, the visual standards, and the story your firm tells
- ▶ Make sure every touchpoint, from a flyer to a LinkedIn post to a proposal, reinforces the same brand

## Chasing brokers to coaching them

Become the strategic partner your brokers go to for positioning advice, not just production support.

- ▶ Help them sharpen their personal brand, pick the right channels, and write outreach that gets a response
- ▶ Top producers want a marketing partner, not a vendor

## Reporting metrics to influencing them

Use the data to recommend where to invest next, not just report what already happened.

- ▶ Bring leadership a point of view on what's working, what's not, and where the next dollar should go
- ▶ Move from sending reports to being in the room when the decision gets made

## Keeping up to getting ahead

Spend your week on next quarter's strategy, not this week's backlog.

- ▶ Test new channels before competitors find them
- ▶ Build the playbooks your brokerage will scale with, not just the assets it needs by Friday



## SEE IT IN ACTION

Ready to spend your week shaping marketing, not just executing it?

Book a demo and **see how Buildout makes it possible.**

[BOOK A DEMO](#)