



WHERE ARE YOU LOSING TIME?

The CRE **time-saving** guide

The 20+ hours a week your tools
are costing you.



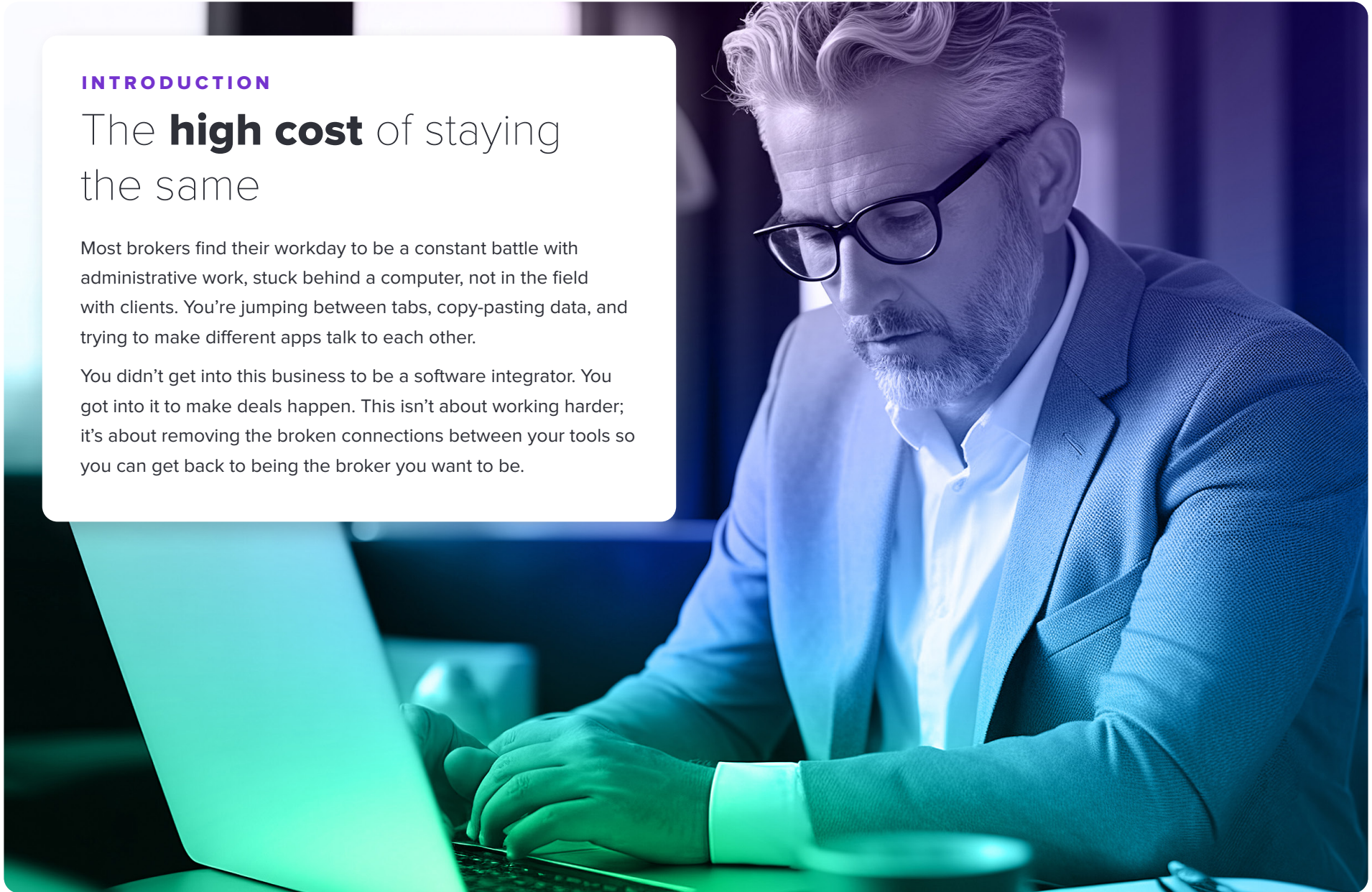


INTRODUCTION

The **high cost** of staying the same

Most brokers find their workday to be a constant battle with administrative work, stuck behind a computer, not in the field with clients. You're jumping between tabs, copy-pasting data, and trying to make different apps talk to each other.

You didn't get into this business to be a software integrator. You got into it to make deals happen. This isn't about working harder; it's about removing the broken connections between your tools so you can get back to being the broker you want to be.





THE COST OF DISCONNECTED TOOLS

What you do vs. what you could do

THE MATH IS SIMPLE

When your CRM, your marketing software, and your transaction management **tools are separate**—living in different spreadsheets, tabs, and email threads—you spend your day on admin tasks instead of broker tasks. All of these delays and tasks eat into your ROI.

You don't notice the 10 minutes spent re-typing an address or the 15 minutes spent hunting for a file because you do it every day. It's only when you see these tasks unified into a single click that you realize how much of your life you've been giving away to admin work.



“Everything was manual and time-consuming. Since implementing Buildout, everything is more **organized and efficient.**”

YASMIN B | FRIEND CRE

DIRECT TRADE OFF

Switching admin hours for **commission hours**

Searching for property and owner records via city records and third-party tools

VS

Building and nurturing deeper, face-to-face client relationships

Manually passing property and deal updates to your marketing team

VS

Setting high-level strategy with the team to position the asset and win the next listing

Tracking down deal statuses across different apps

VS

Strategic deal forecasting and visibility for all stakeholders

Reviewing syndication channels and websites for errors and consistency

VS

Focused deal-making, negotiating, and identifying new market opportunities



THE MULTIPLIER EFFECT

One entry = 12 outcomes

When your tools are disconnected, every new lead creates a mountain of manual work. You find a lead, and then you have to manually move that information into a dozen different places.

In a connected system, you don't "do" the work twelve times. You do it once, and the system handles the ripple flow.



THE CATALYST Finding a prospect

Imagine you are prospecting. When looking for a property owner, you have to go through five to six different sites, test multiple phone numbers until you find the right one and are finally able to connect. It's time to get them into your database as well, as all of the notes and follow-up tasks from the conversation. In a traditional brokerage, this is where the manual tasks begin. In a connected brokerage, this single click triggers a chain reaction across your entire business.



THE GAP Manual friction vs. automated flow

For most firms, those 12 steps represent hours of friction—jumping between apps, fixing typos, and sending "did you get that info?" emails. There are 12 chances for the process to break. Matt Rossman, Director of Marketing at Bryan Industrial Properties said that **prior to a unified solution [Buildout]; it was taking them 2 weeks to get their marketing materials created** with no consistency of brand. In a connected system, that one "click" creates momentum. The information moves through your brokerage on its own, so you can stay focused on the deal, not the data entry.



ADD A PROPERTY RECORD | The property is instantly saved to your CRM with all known specs.



CREATE A CONTACT | A private or public contact record is generated for the confirmed owner.



START A DEAL | A new deal is initiated using the data already captured from the property details.



SET UP FOLLOW-UPS | Task reminders are automatically assigned to your calendar so no lead goes cold.



CREATE A LISTING | A listing draft is sparked directly from the property record.



GENERATE LOCATION DESCRIPTIONS | AI pulls data to write a professional description of the property's location.



GENERATE PROPERTY HIGHLIGHTS | AI automatically drafts sale or lease highlights and key property features.



PIPELINE INTEGRATION | The deal is placed into your visual pipeline for real-time tracking.



AUTO-GENERATE TASKS | Setting the "Deal Stage" triggers a specific set of to-do items for your team.



CREATE A PROPOSAL | A professional, branded proposal is generated using the stored data.



PUBLISH A LANDING PAGE | A dedicated website for the listing is created and ready for traffic.





AUTO-SYNDICATE | The listing is pushed out to a network of 10+ syndication channels simultaneously.



The hidden ceiling on **your growth**

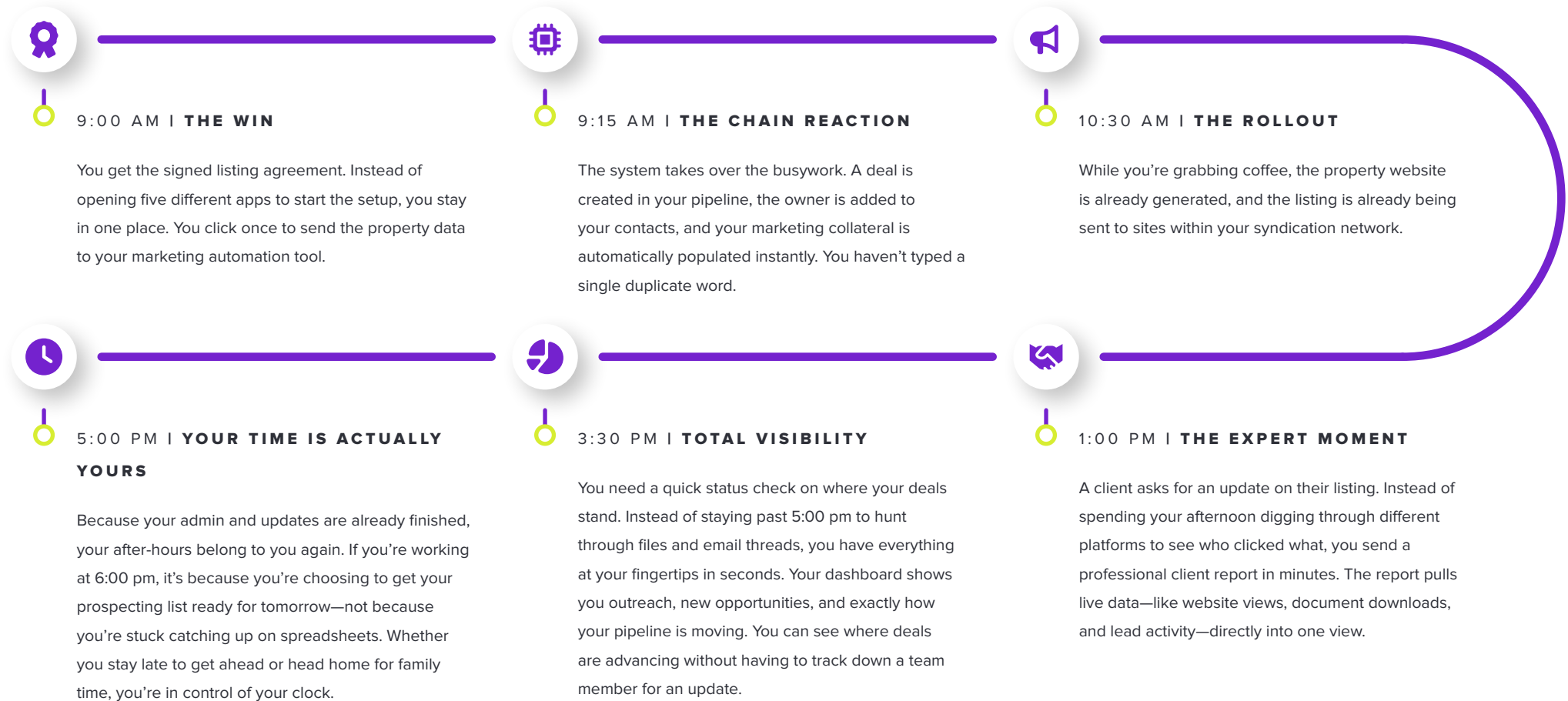
You aren't just losing hours; you are losing the momentum you need to close. It's hard to stay focused on the deal when you're constantly pulled back into the software.

	 THE PROBLEM	 THE RESULT
01 Disconnected prospecting & CRM	Prospecting is a necessary but time-consuming part of the job, jumping from different property records, business ownerships, and contact verification sites. None of which are connected to your CRM.	Time is wasted trying to verify disjointed contact information wasting valuable time you could be using to build and nurture that relationship.
02 Waiting to go live	Typing property details into marketing templates by hand or waiting on someone else to do it, while ensuring consistency of brand across multiple marketing assets and properties.	Every day your listing isn't live is a day you aren't getting leads. You lose the early excitement of a new listing because you're stuck in the setup phase. Plus, when there's no consistency of brand, no one can recognize your brokerage.
03 Searching for answers while on the phone	Hunting for deal info across different spreadsheets and old email threads.	You don't have the answers when a client asks. It is hard to look like the expert when you have to say "let me dig that up and call you back" because the info is buried in another app.
04 The mental heavy lifting	Keeping your to-do list and follow-ups in your head or on sticky notes.	You never actually "leave" work. You're constantly trying to remember if you sent that flyer or called that lead back. The mental stress of keeping it all straight leads to burnout.
05 The work you do vs. the work you want	Spending your energy managing the five deals you have because the process is so manual.	You don't have the time or the headspace to find the next ten deals. You're stuck maintaining your current business instead of growing it.



A day in a **connected** brokerage

When your tools are connected, your day follows a different rhythm. You aren't chasing your data; the data is working for you. Here is what a typical day looks like when the friction is gone.





THE CHECKLIST

Is your software costing you deals?

It is easy to get used to the friction, but you shouldn't have to manage your tools. Use this checklist to see if your current system is getting in the way of your next deal.

How did **you do?**

If you checked more than two boxes, your tools are working against you. You are spending your energy acting as the bridge between your apps instead of the expert for your clients.

The good news is that you don't have to work this way. When your tools are connected, these tasks disappear, and you get your time back.

READY TO LOVE BEING A BROKER AGAIN?

LEARN HOW TODAY

CHECK THE BOXES THAT SOUND LIKE YOUR AVERAGE WEEK

- OWNER RESEARCH**
You are going in and out of five different sites and government records hoping to come up with an owner contact that may or may not be usable.
- CHASING UPDATES**
You spend your time sending emails or chats just to get property details updated in your system.
- FIXING TYPOS**
You have to manually review syndication channels, documents, and websites to make sure the data is correct.
- APP-HOPPING**
You have to jump between four different pieces of software just to see your marketing, pipeline, and prospects.
- MANUAL FORECASTING**
You are trying to connect different platforms yourself just to see a clear sales forecast.
- TRACKING THE TEAM**
You have to ask team members for updates on deal follow-ups and tasks because you can't see them yourself.
- DOUBLE ENTRY**
You find yourself typing the same contact or property info into more than one place.
- SEARCHING FOR FILES**
You spend 10 minutes looking for the "final" version of a flyer or contract.