

ten years in the making

2025 DNA of CRE by the numbers

technology usage is on the rise

35% → 43%

notable increase in shared database adoption



38% → 48%

Compared to 2024, AI/chatbots usage jumped from **38%** to **48%**

relationships still bring in new business

74% ↩

Brokers agree that **relationships** are key to new business

Brokers cultivate new relationships through:



58%

Regular phone calls

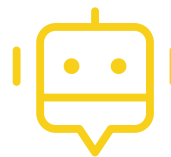


68%

In-person meetings

AI integration & marketing tech investment surge

Brokers are increasingly using AI to streamline marketing and outreach activities with only **28%** reporting **not using AI at all**



49%

expect to **increase** their total marketing tech spend in 2025

CRE marketers are using more **visual media**



88%

Site Plans



75%

Drone Footage



70%

Aerial Visuals

economic **optimism**



76%

have a **positive** economic outlook for the year