

2025 dna of cre marketer report



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2025

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PARTNER

technology &
services usage

COPY



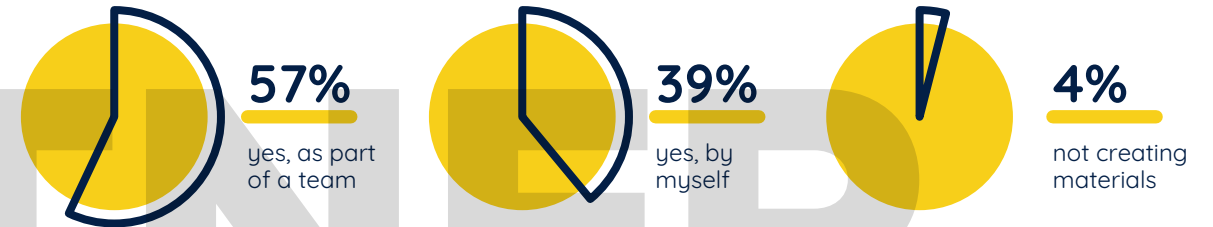
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2025

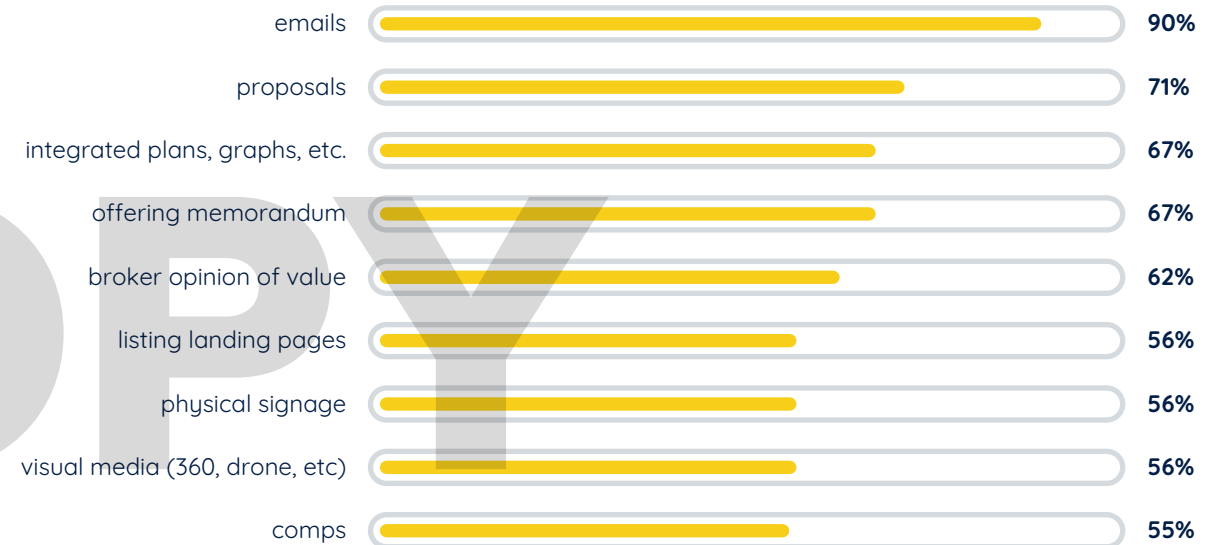
marketing creation

Most marketers create materials as part of a team (57%) or by themselves (39%), with only 4% not creating materials. The most common materials created are emails (90%), proposals (71%), and integrated plans/charts (67%).

MARKETING MATERIALS CREATION



TYPES OF MARKETING MATERIALS CREATED



marketing tools & sources

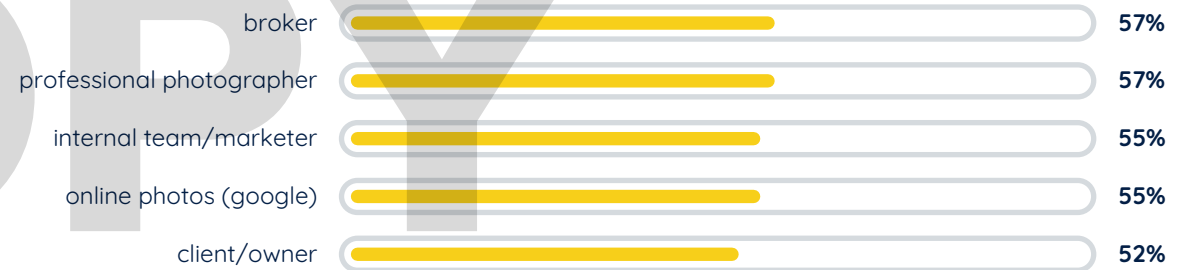
Canva leads software usage (82%), followed by Buildout (63%) and Adobe Photoshop (60%).

For visual media assets, specifically, photography, the sources are evenly distributed: Brokers and professional photographers are the leading sources at 57%, closely followed by in-house photography and online resources, each at 55%, with client-provided photos contributing to 52%.

TOOLS FOR CREATING MARKETING MATERIALS



HOW PHOTOGRAPHY ASSETS ARE SOURCED



visual media
usage



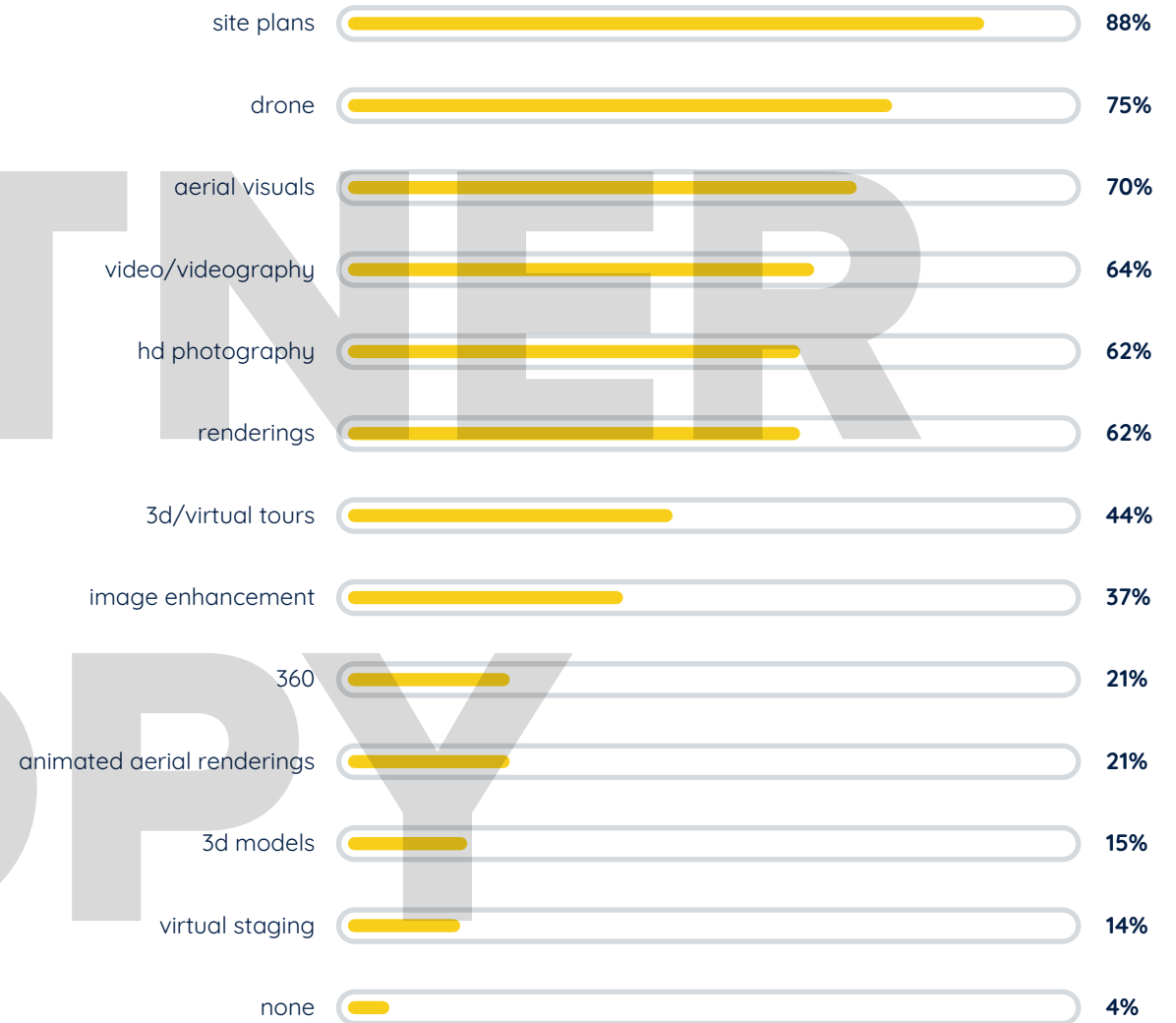
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2025

visual media

Site plans (88%), drone footage (75%), and aerial visuals (70%) lead visual media usage. Traditional methods like HD Photography (62%) remain significant, while newer technologies like virtual staging (14%) show lower adoption.

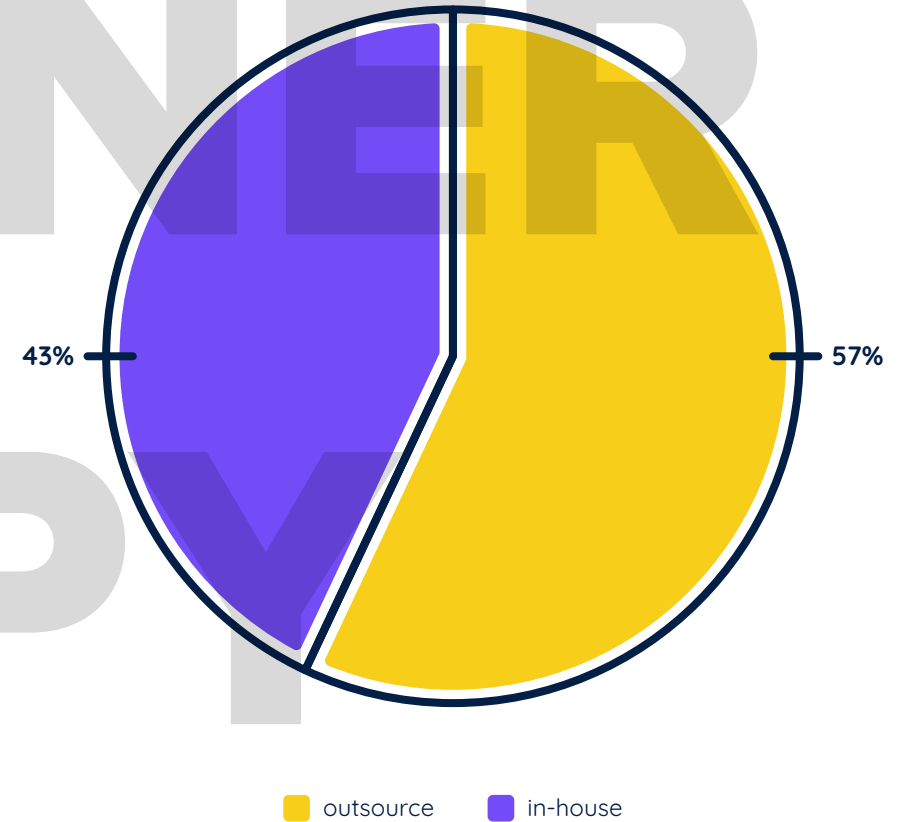
TYPES OF VISUAL MEDIA USED FOR LISTINGS



video sourcing

Video sourcing is fairly evenly split between outsourcing (57%) and in-house production (43%).

SOURCE OF VIDEOS PRODUCED



video tech & budget

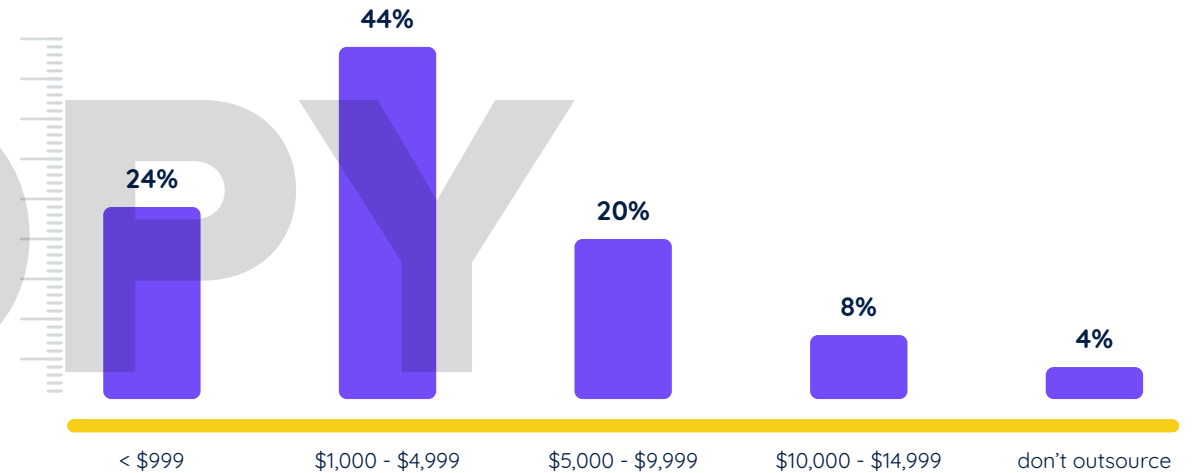
For those producing in-house, mobile phones (79%), traditional cameras (63%), and video editing platforms are the most common tools.

Most firms (44%) spend between \$1,000-\$4,999 annually on outsourced video, while 4% don't outsource at all.

TECHNOLOGY USED TO PRODUCE VIDEOS (IN-HOUSE)



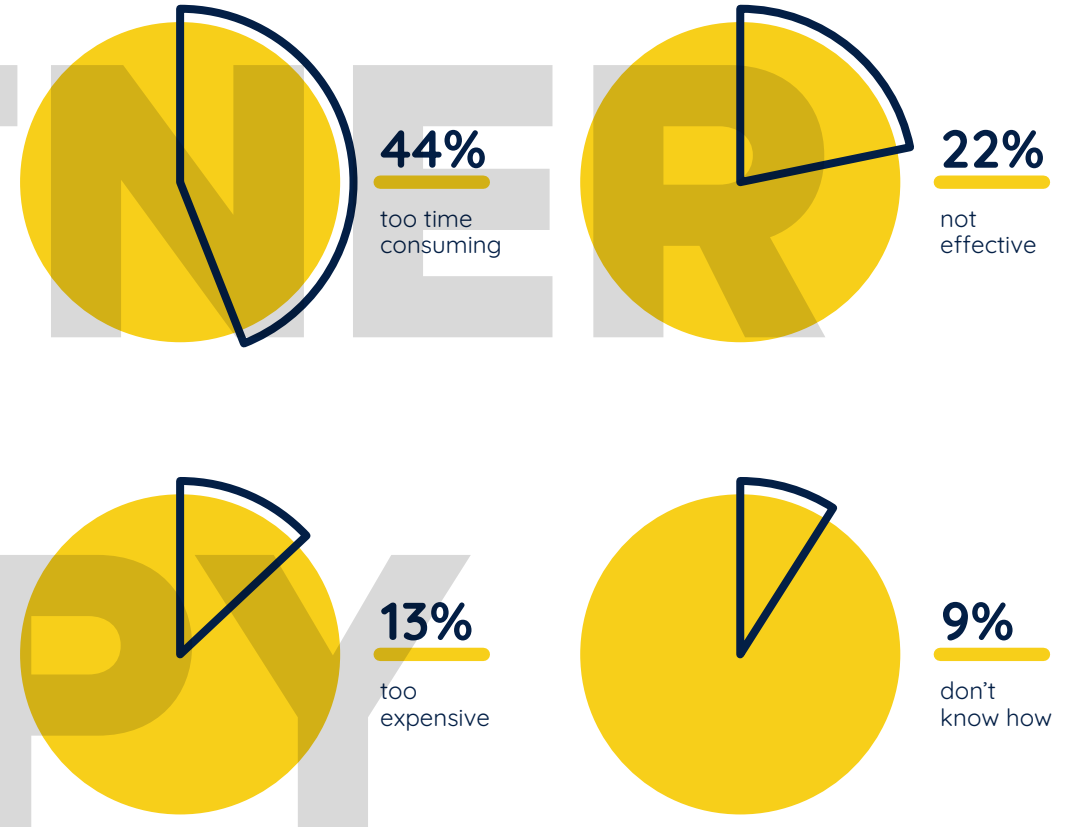
ANNUAL SPEND ON OUTSOURCED VIDEO



video usage

For those not using video, the primary barrier is it being "too time-consuming" (44%).

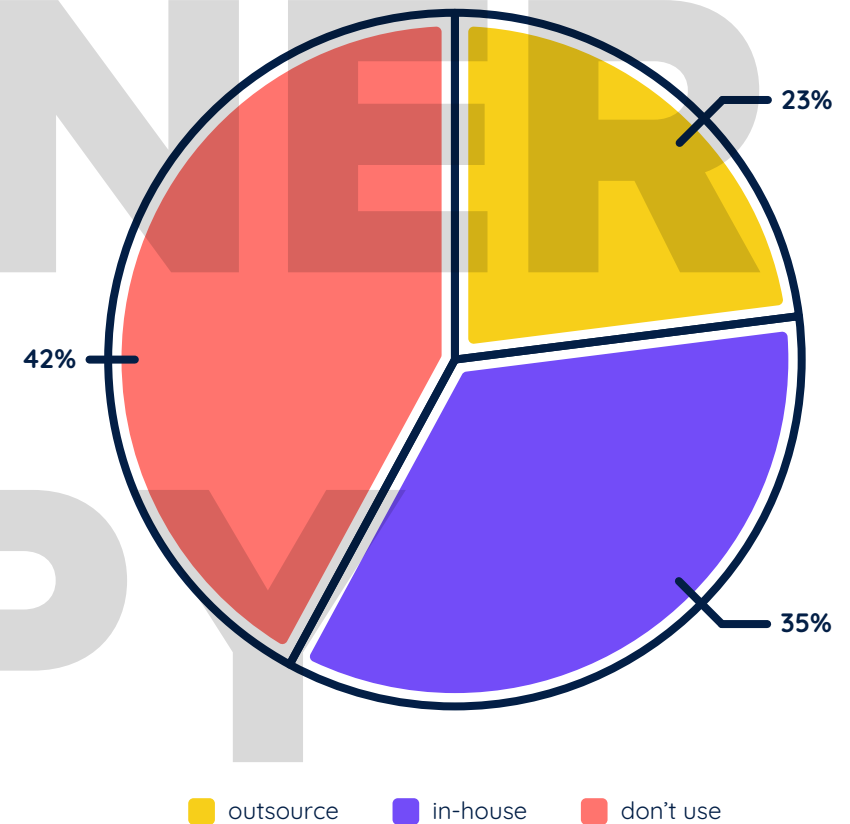
WHY TEAMS DON'T USE VIDEO FOR MARKETING



3d tours

Most marketers either don't use 3D tours (42%) or produce them in-house (35%), with 23% outsourcing.

SOURCE OF 3D TOURS PRODUCED

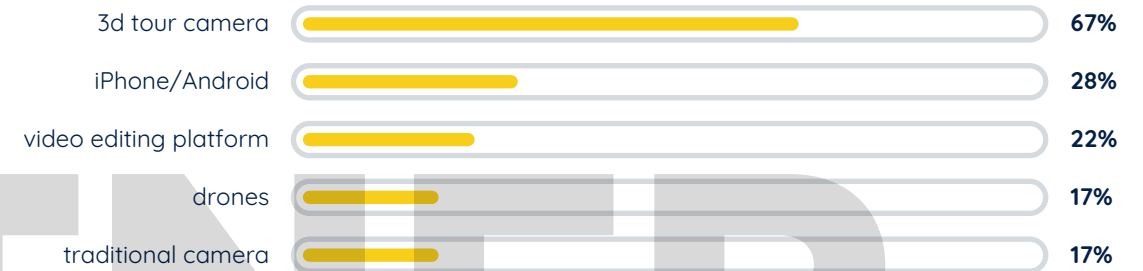


3d tour tech & budget

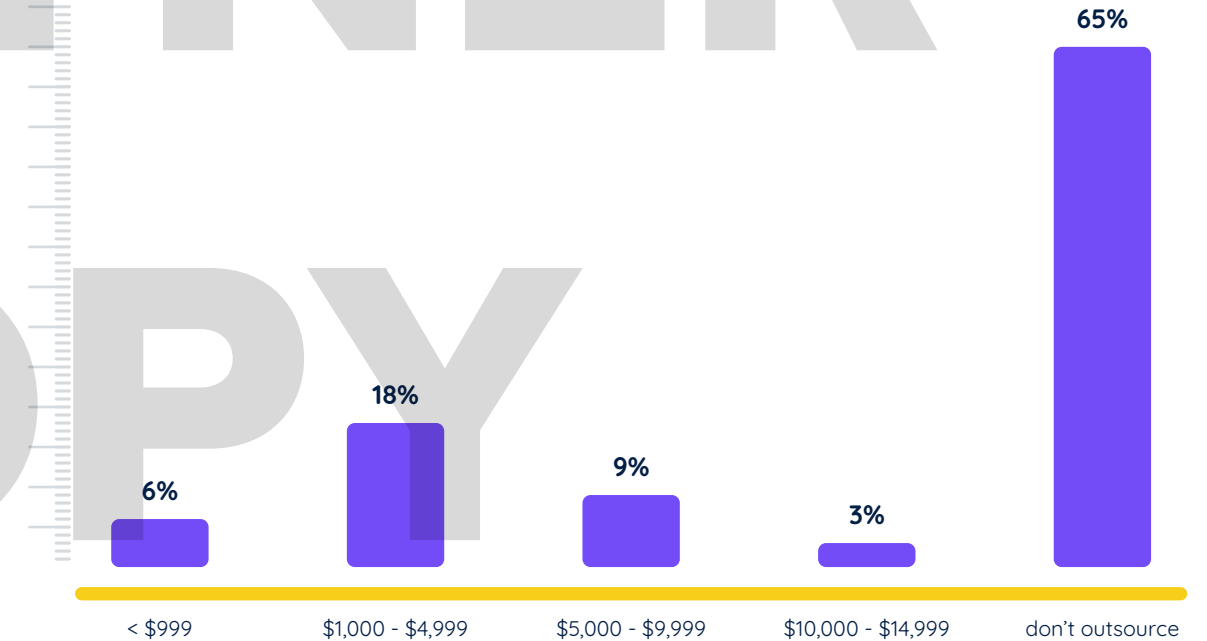
For in-house production, 3D tour cameras (67%) and iPhone/Android devices (28%) are the primary tools used.

Annual spending on outsourced 3D tours is modest, with 18% spending \$1,000-\$4,999, while 65% don't outsource.

TECHNOLOGY USED TO PRODUCE 3D TOURS (IN-HOUSE)



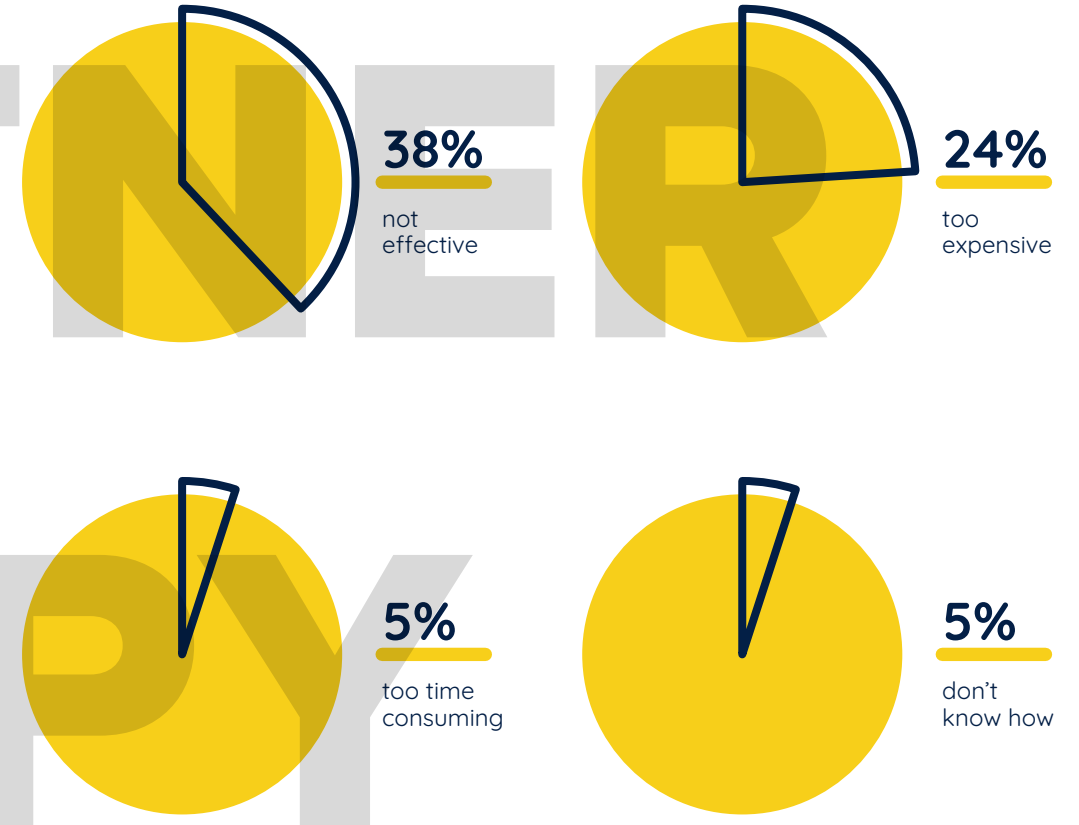
ANNUAL SPEND ON OUTSOURCED 3D TOURS



3d tour usage

"Not effective for us" (38%) and "Too expensive" (24%) are the primary reasons for not using 3D tours, with time consumption and lack of knowledge being lesser concerns (5% each).

WHY TEAMS DON'T USE 3D TOURS FOR MARKETING



PARTNER listing & deal promotion COPY



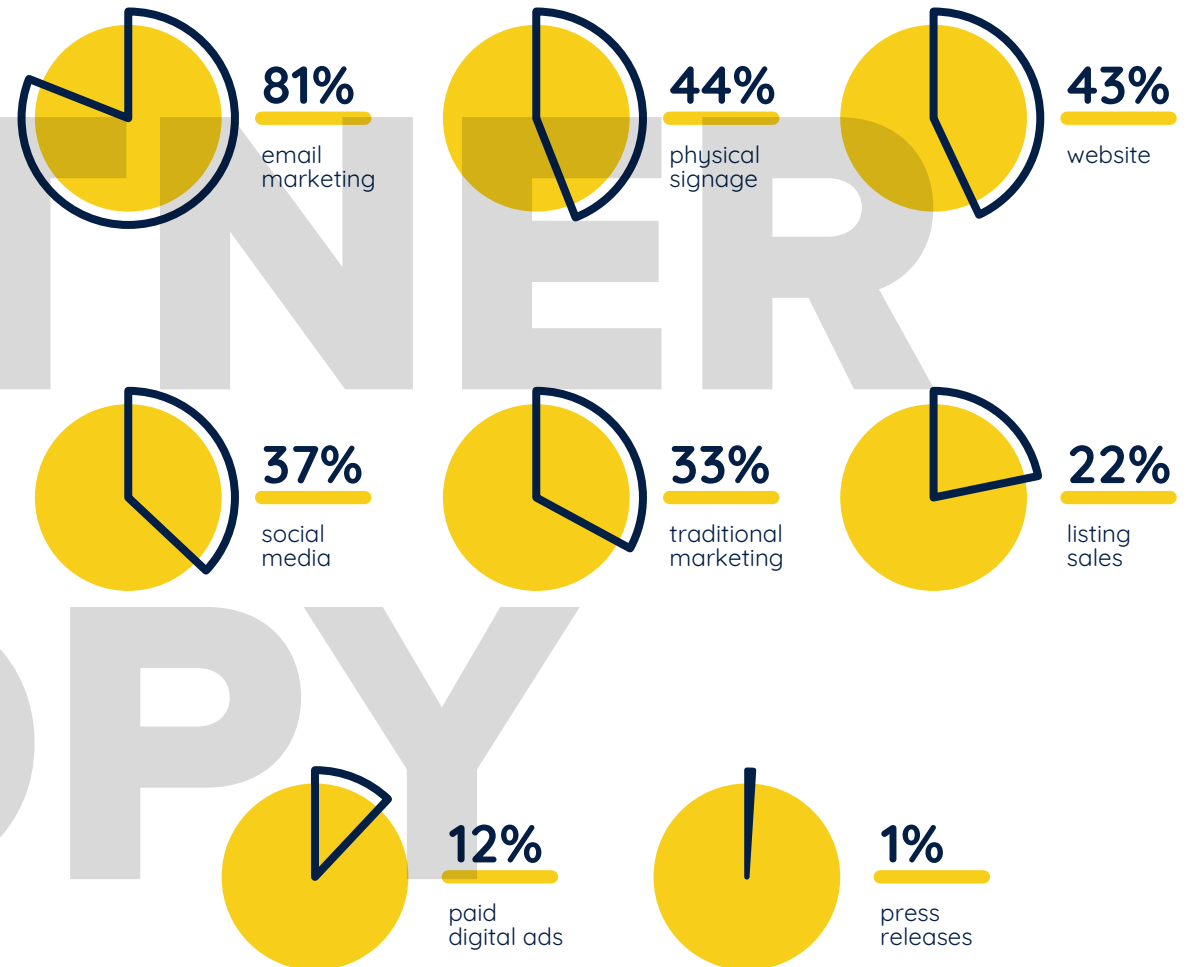
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2025

promoting listings

Email marketing leads effectiveness ratings (81%), followed by physical signage (44%) and website promotion (43%). Traditional marketing (33%) and listing sales (22%) have moderate effectiveness, while press releases (1%) rank lowest.

MOST EFFECTIVE WAYS TO PROMOTE LISTINGS



email marketing

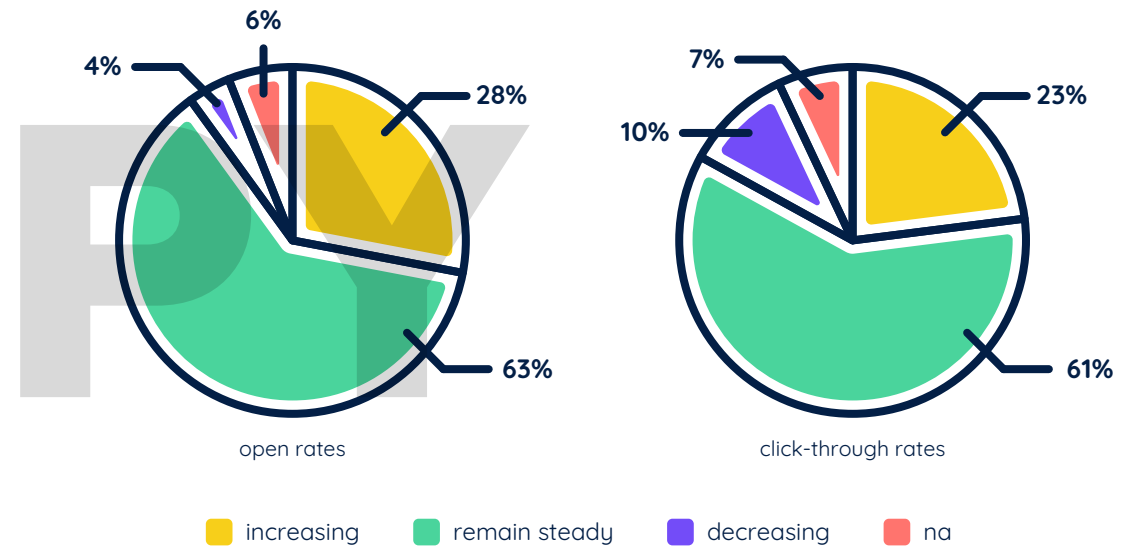
Mailchimp leads email platform usage (49%), followed by Buildout (46%) and Constant Contact (38%).

Email performance metrics have positive trends, with both open rates (63%) and click-through rates (61%) increasing, while only small percentages report decreases (4% and 7% respectively).

EMAIL MARKETING SOFTWARE USED



AVERAGE CHANGE IN OPEN & CLICK-THROUGH RATES



social media

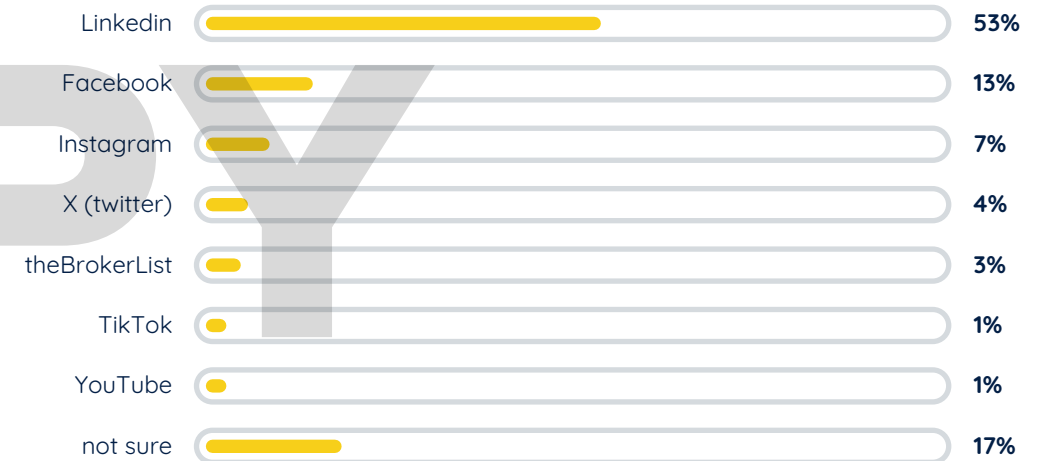
LinkedIn (92%), Instagram (84%), and Facebook (81%) lead social platform usage.

For ROI, LinkedIn leads (53%), while other platforms each show less than 13% rating them as best performing. This suggests a gap between usage and effectiveness for many platforms.

SOCIAL MEDIA PLATFORMS USED



SOCIAL MEDIA PLATFORMS WITH BEST ROI



social media

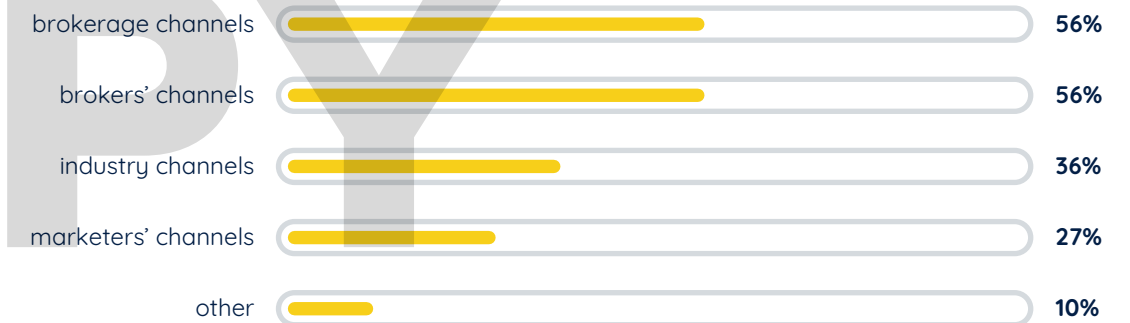
Most marketers (65%) manage social media manually, with Hootsuite (17%) the leading management platform.

Content is primarily promoted on brokerage channels and brokers' professional channels (both 56%), with industry channels following at 36%.

HOW TEAMS MANAGE SOCIAL MEDIA



TYPE OF CHANNEL SOCIAL MEDIA IS PROMOTED ON

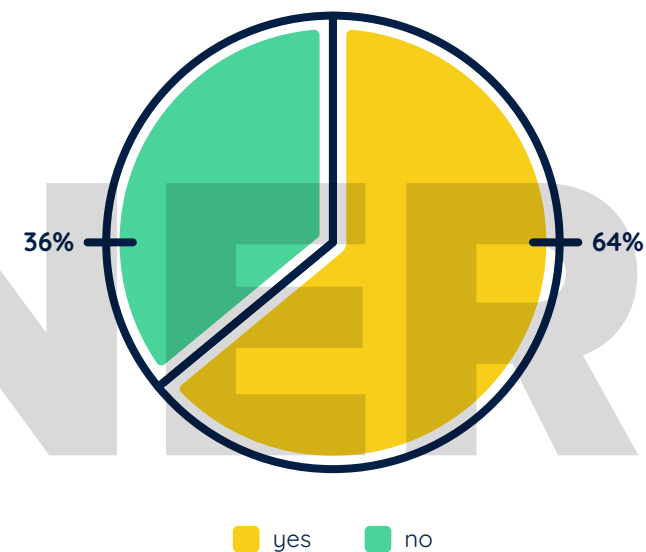


press releases

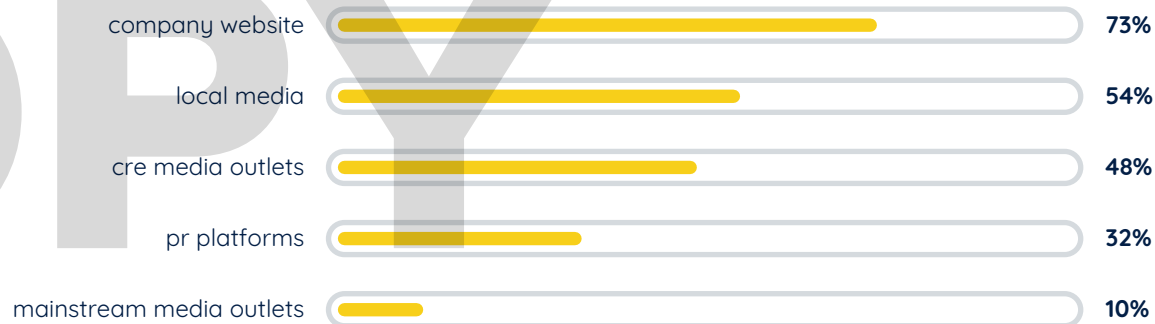
Nearly two-thirds (64%) use press releases for promotion.

Distribution methods favor company websites (73%) and direct outreach to local media (54%).

USE PRESS RELEASES TO PROMOTE LISTINGS (ON-MARKET & CLOSED)



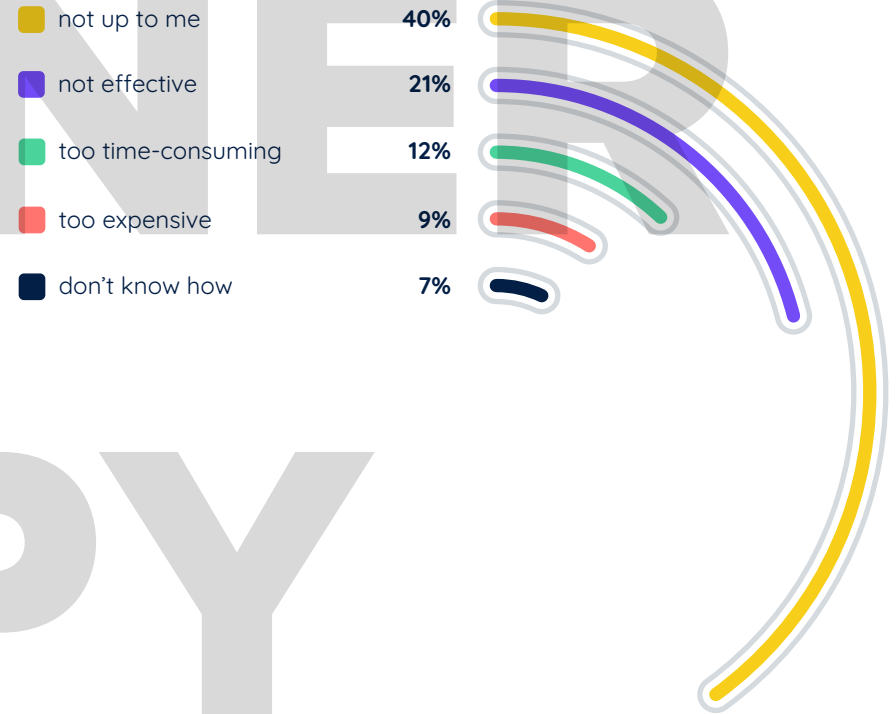
HOW PRESS RELEASES GET SHARED



press releases

For those not using press releases, lack of control over the decision (40%) and perceived ineffectiveness (21%) are the main reasons.

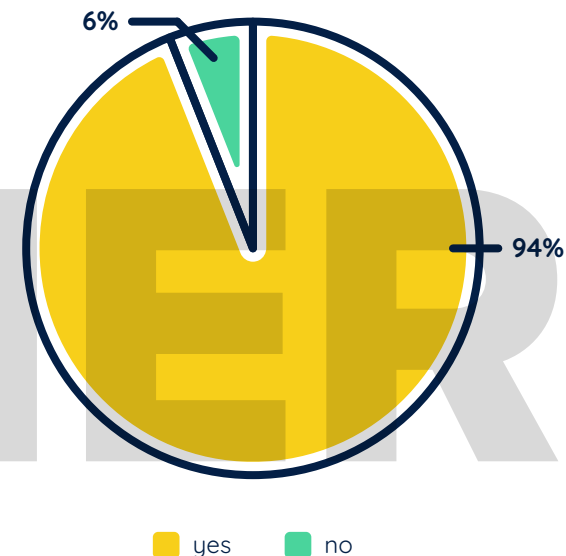
WHY PRESS RELEASES ARE NOT USED



traditional marketing channels

A strong majority (94%) use traditional marketing channels, with digital (83%), physical signage (74%), and direct mail (60%) being most common. Traditional channels like magazines (24%) and newspapers (11%) have lower usage.

USE TRADITIONAL MARKETING TO PROMOTE LISTINGS (ON-MARKET & CLOSED)



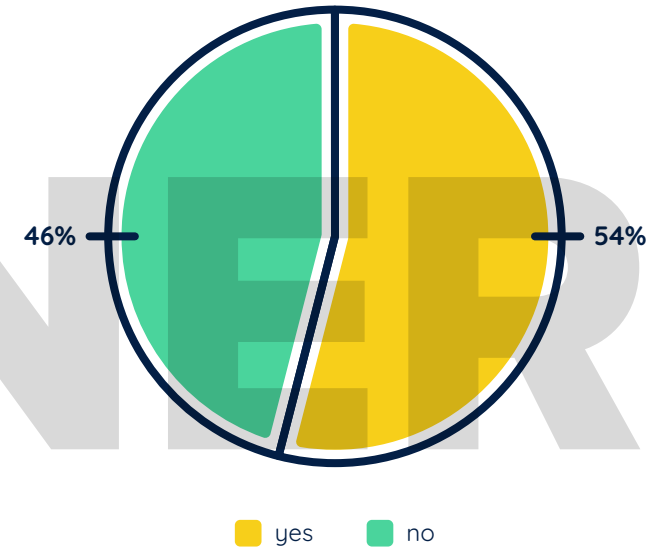
TRADITIONAL MARKETING CHANNELS USED



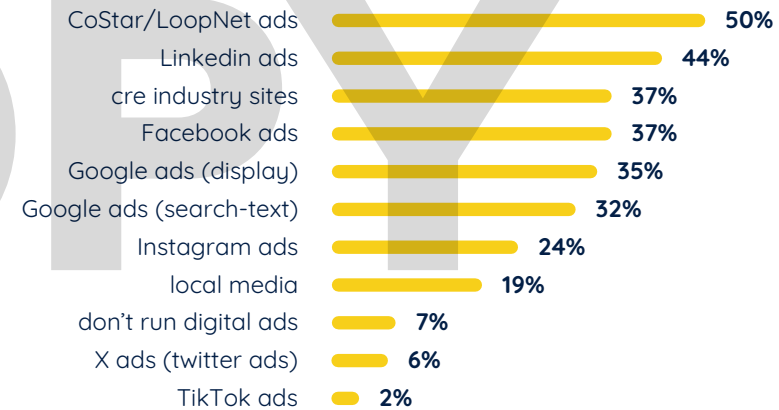
paid digital ad campaigns

Just over half (54%) run paid digital campaigns. CoStar/LoopNet ads lead planned 2025 spending (50%), followed by LinkedIn (44%) and industry sites (37%).

USE TRADITIONAL MARKETING TO PROMOTE LISTINGS (ON-MARKET & CLOSED)



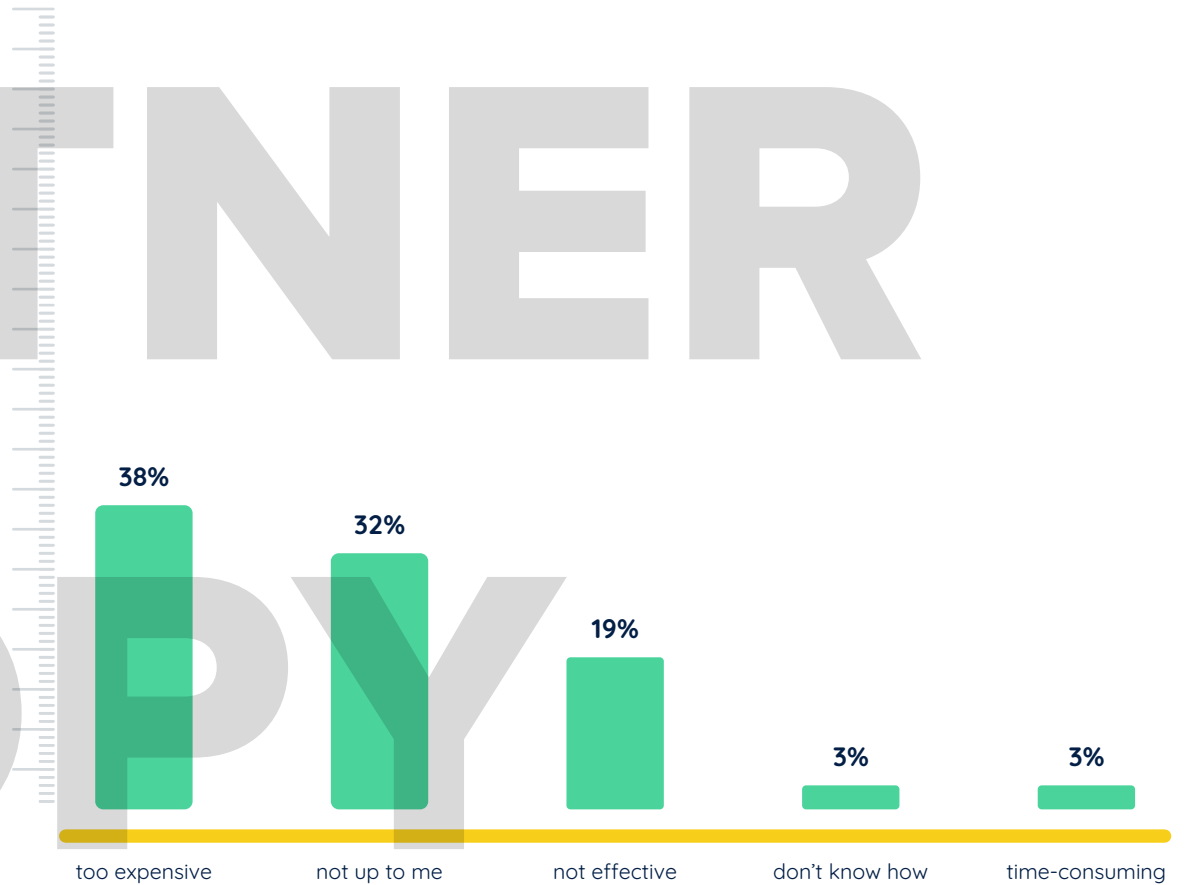
TRADITIONAL MARKETING CHANNELS USED



paid digital ad campaigns

For those not running digital ads, cost (38%) and lack of decision-making authority (32%) are the main barriers.

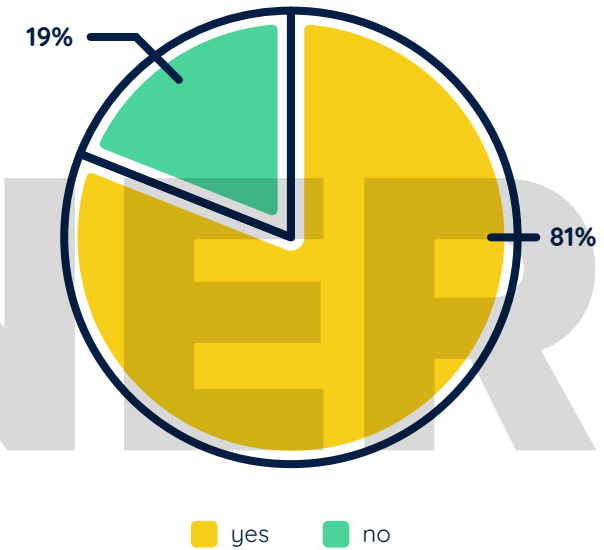
WHY TEAMS DON'T RUN PAID DIGITAL ADS



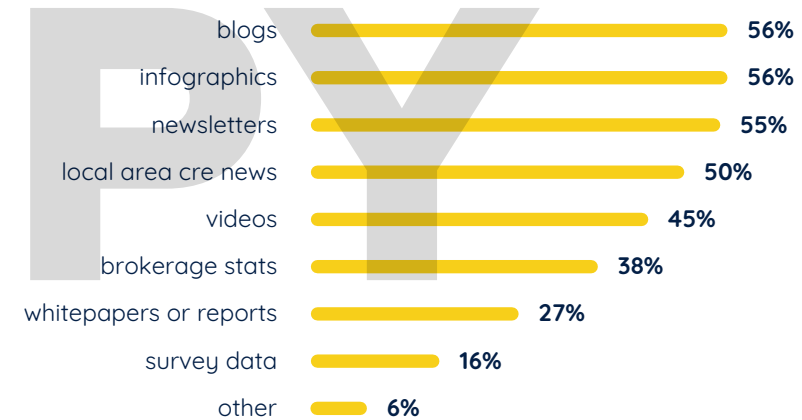
online content

Most marketers (81%) use content for online presence. Planned 2025 content types are varied, with blogs, infographics, and newsletters all virtually tied for the lead, followed by local CRE news/stats (50%).

USE CONTENT TO MAINTAIN ONLINE PRESENCE



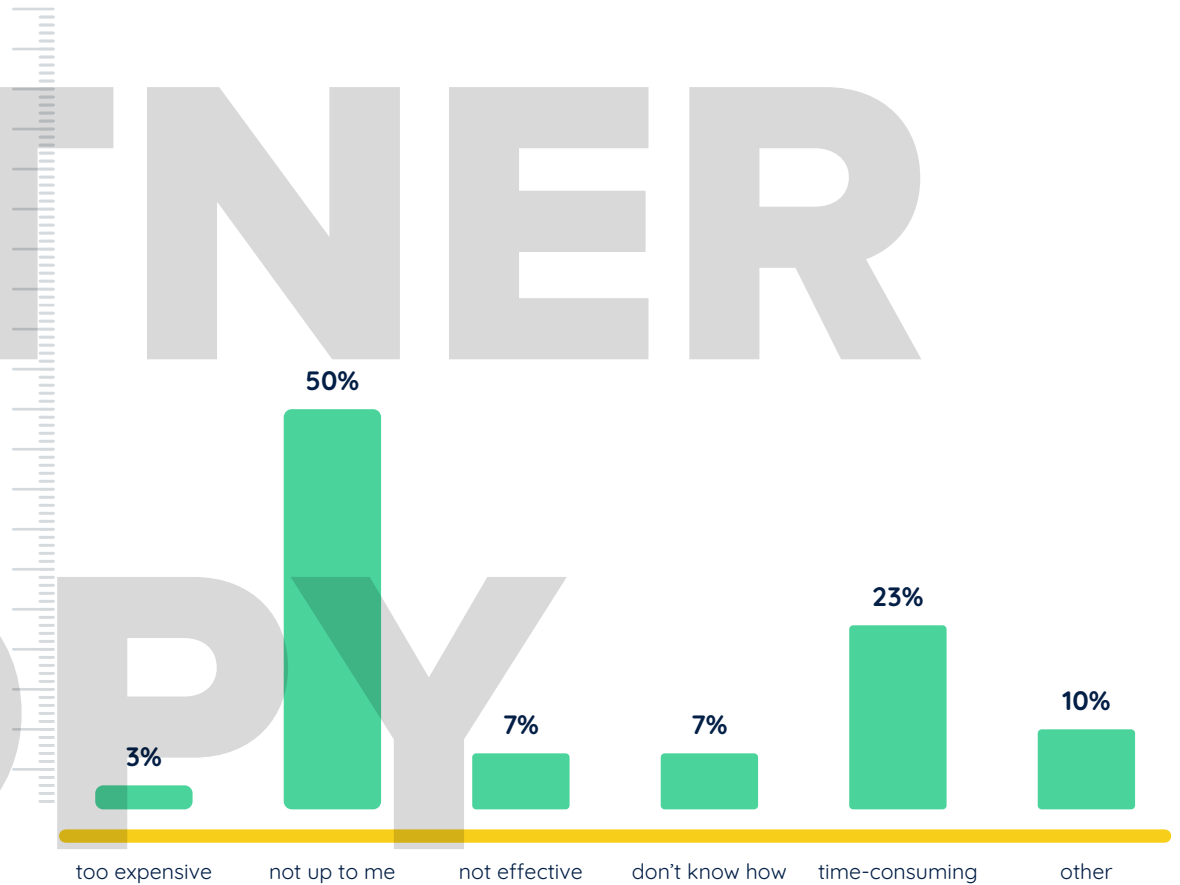
PLANNED ONLINE CONTENT TO BE CREATED IN 2025



online presence

For those not creating online content, lack of decision-making authority leads the reasons (50%), followed by time constraints (23%). Other barriers like lack of knowledge, effectiveness concerns, and cost each account for 7% or less.

WHY TEAMS DON'T USE CONTENT TO MAINTAIN ONLINE PRESENCE



PARTNER other characteristics COPY



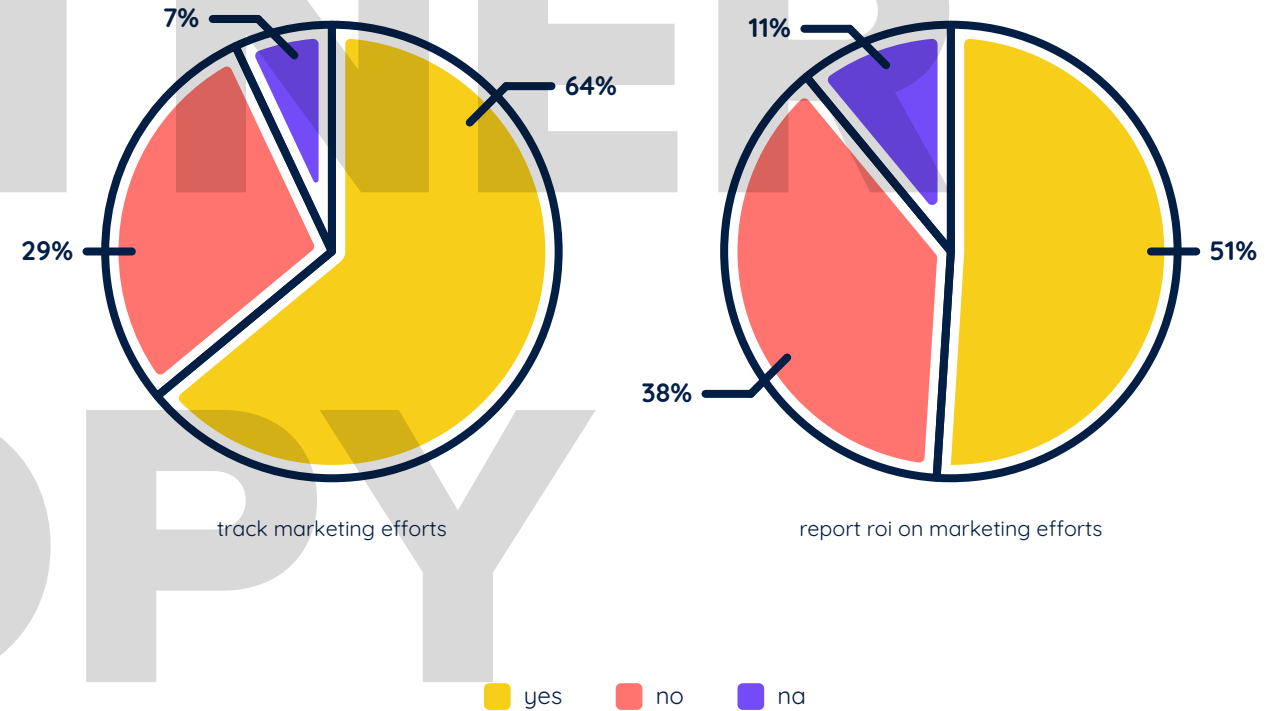
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2025

marketing roi

Just over half (51%) report ROI on marketing efforts, while a larger portion (64%) track marketing efforts. Notable portions don't track (38%) or report (29%) marketing ROI, suggesting a gap in performance measurement.

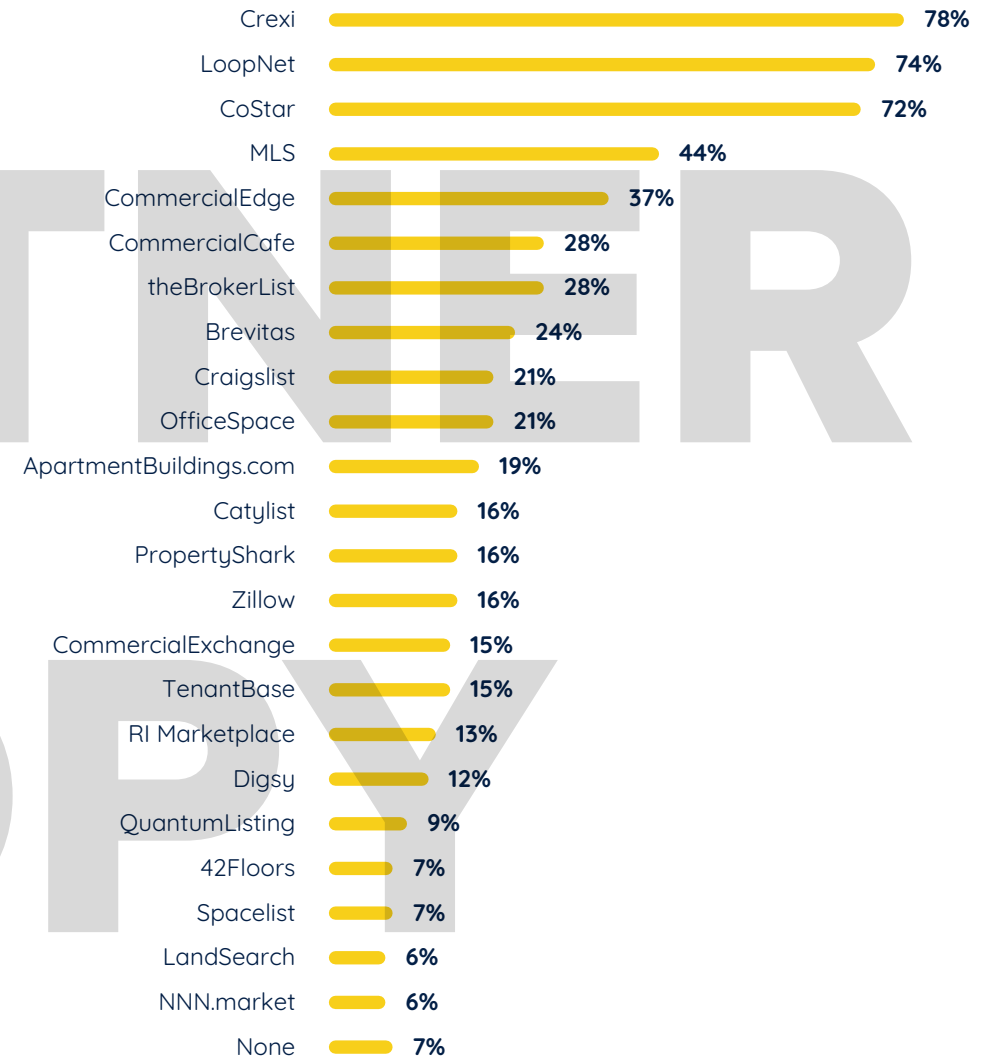
DO TEAMS TRACK AND/OR REPORT MARKETING EFFORTS



listing sites

Crexi (78%), LoopNet (74%), and CoStar (72%) lead listing site usage. Secondary platforms like MLS (44%), and CommercialEdge (37%) have moderate adoption, while specialized sites see lower usage rates.

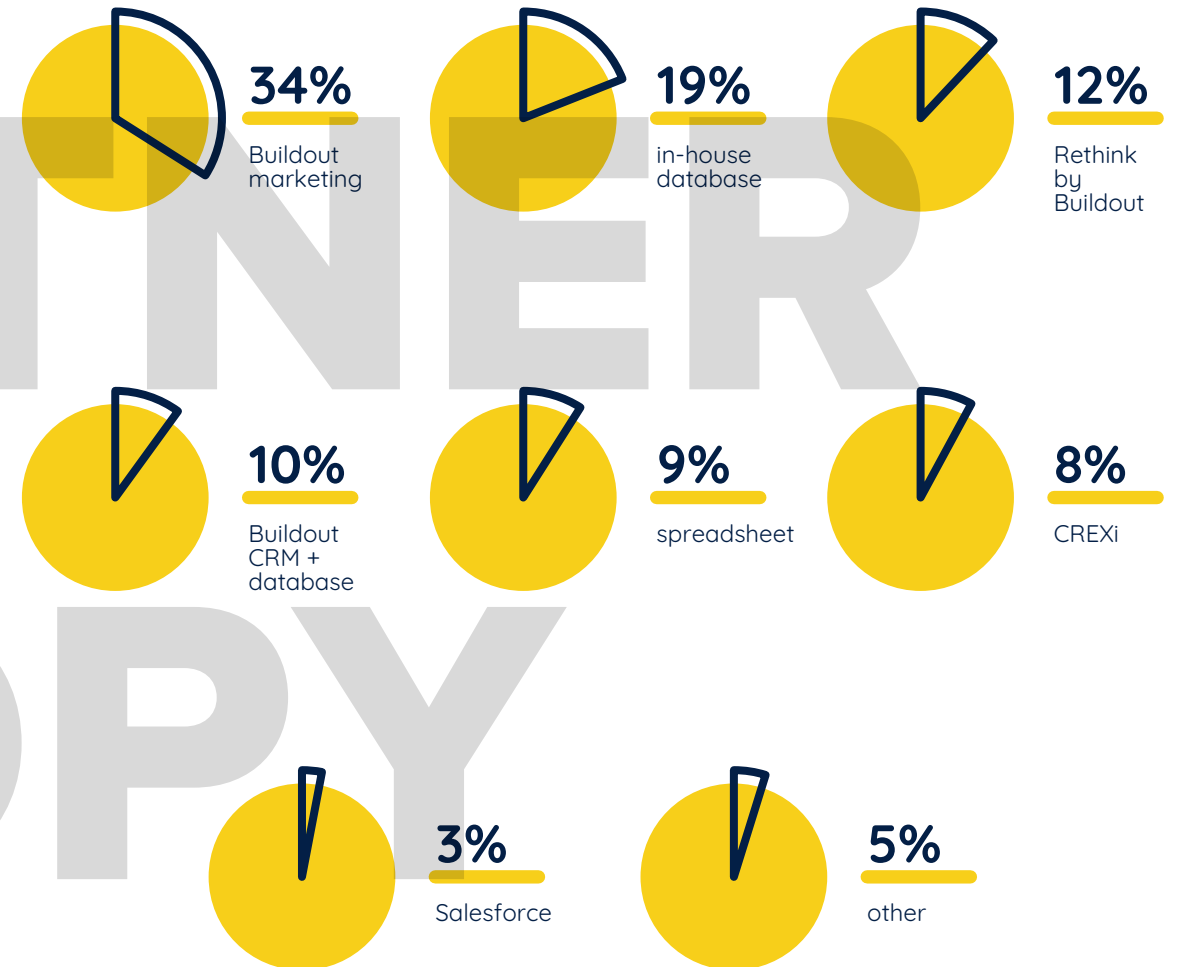
TOP LISTING SITES USED



listing data

Buildout Marketing leads (34%) for housing listing data, followed by in-house databases (19%) and Rethink by Buildout (12%). Spreadsheets have relatively low usage (9%), suggesting preference for specialized platforms.

WHERE LISTING DATA IS HOUSED



listing data

Manual data entry by in-house marketers leads listing distribution (69%), with online services following at 21%.

For posting listings to sites, Buildout is the clear leader (69%), followed by Crexi (16%) and content management systems (8%).

HOW LISTING DATA IS DISTRIBUTED TO 3RD PARTY LISTING SITES



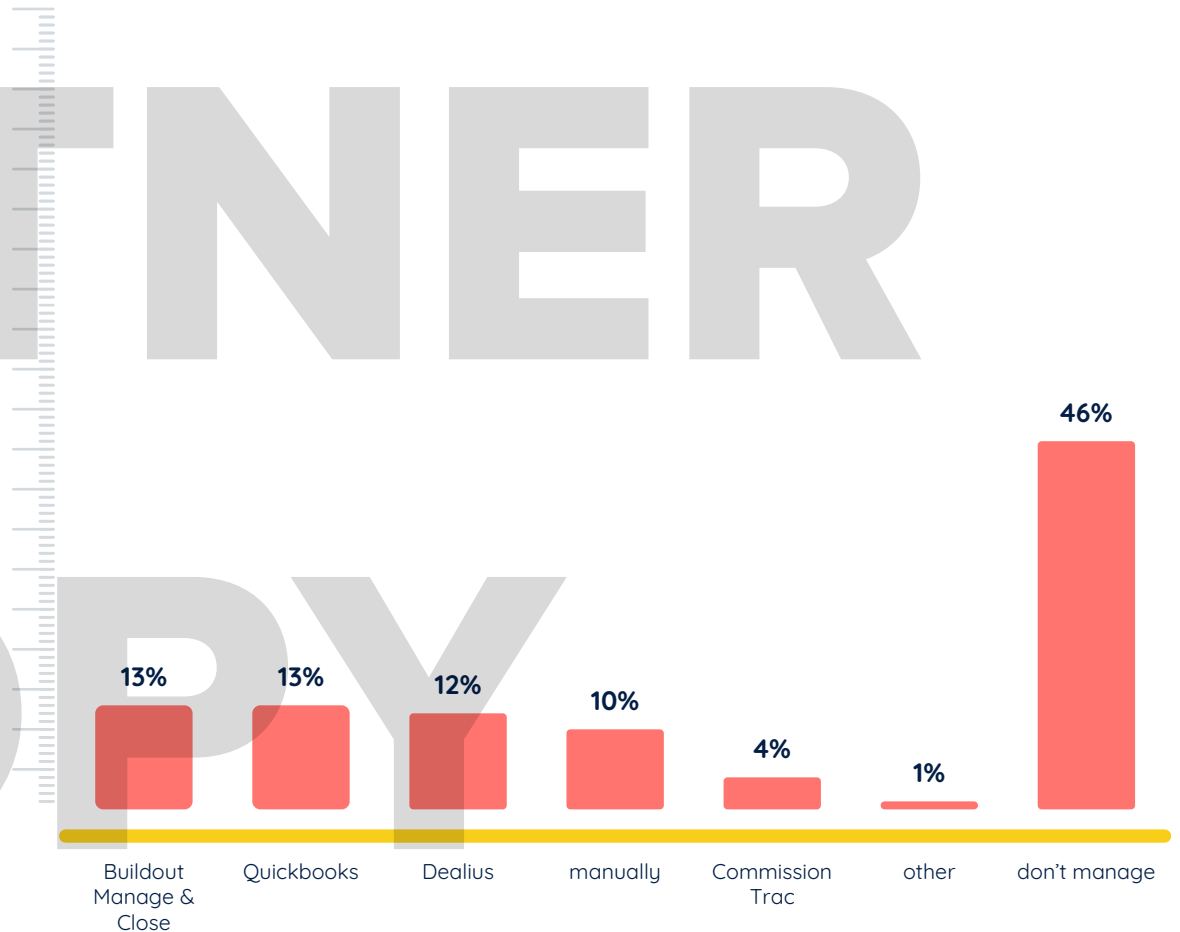
PLATFORMS USED TO POST LISTING DATA TO 3RD PARTY LISTING SITES



commission tracking

For commission tracking, Buildout Manage & Close and Quickbooks tie at 13%, though notably 46% don't manage commission tracking.

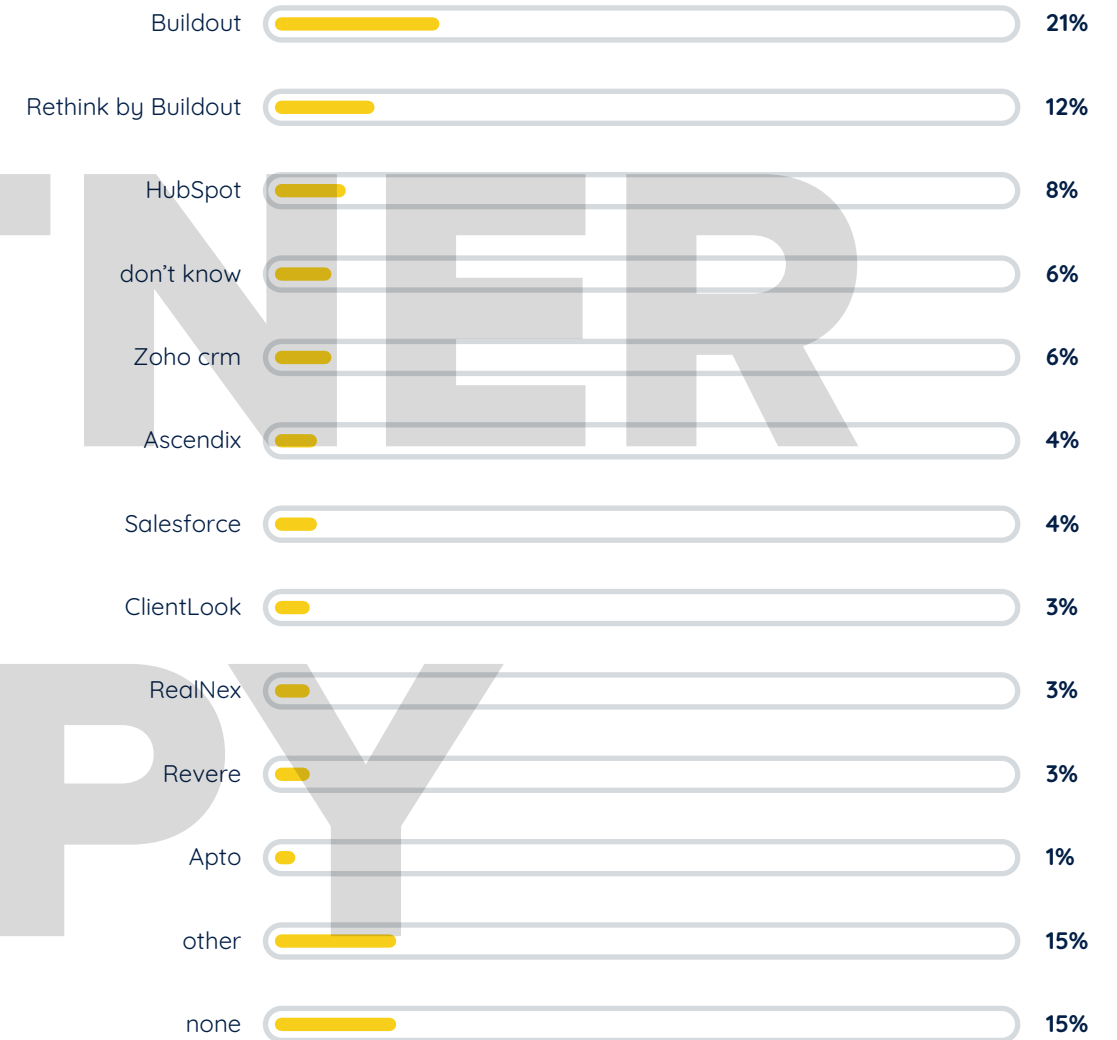
TOOLS USED TO MANAGE COMMISSION TRACKING



marketer crm usage

Buildout leads CRM adoption (21%), followed by Rethink by Buildout (12%) and HubSpot (8%). It's notable that 15% report using no CRM, suggesting opportunities for better CRM adoption.

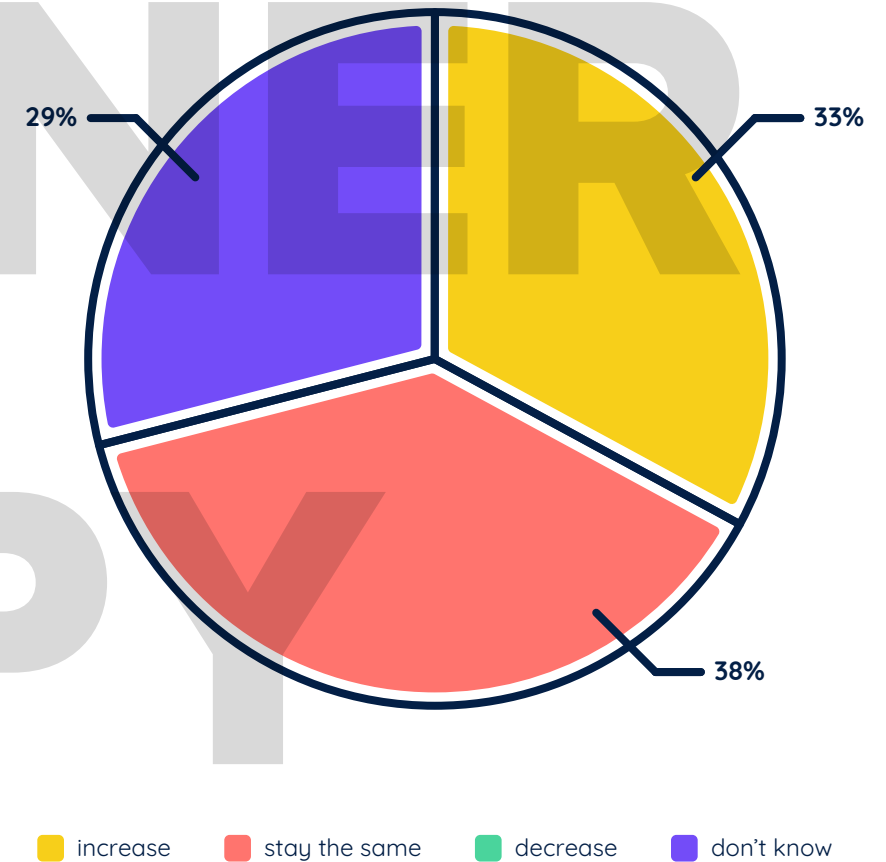
CRM SOFTWARE USED (BY MARKETERS)



marketing technology

A third (33%) expect increased marketing technology spending in 2025, while 38% expect it to stay the same.

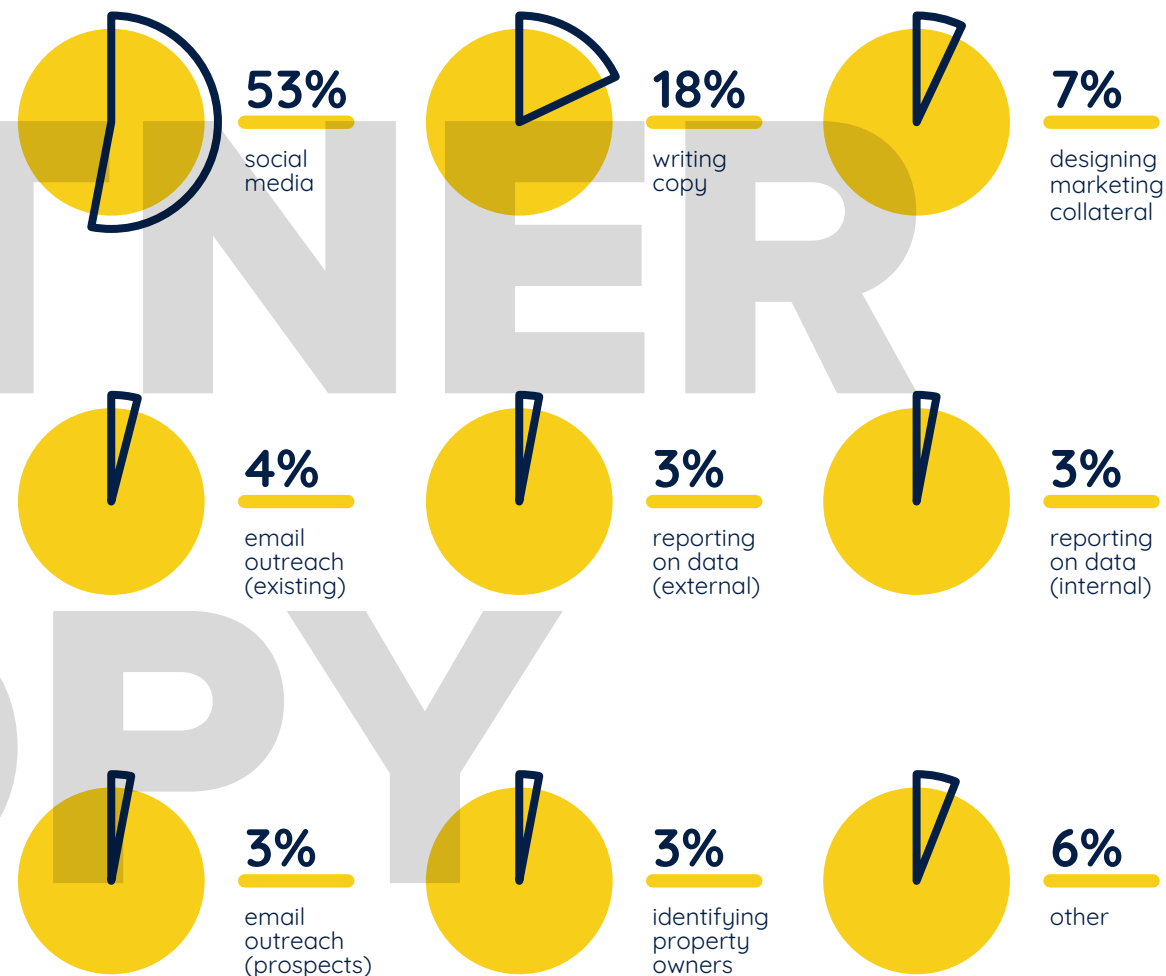
EXPECTED CHANGE IN TOTAL MARKETING TECHNOLOGY SPEND IN 2025



ai usage

Creating social media content leads AI implementation (53%), followed by writing marketing copy (18%) and designing collateral (7%). Specific marketing tasks lead AI usage, while data-related tasks show lower adoption.

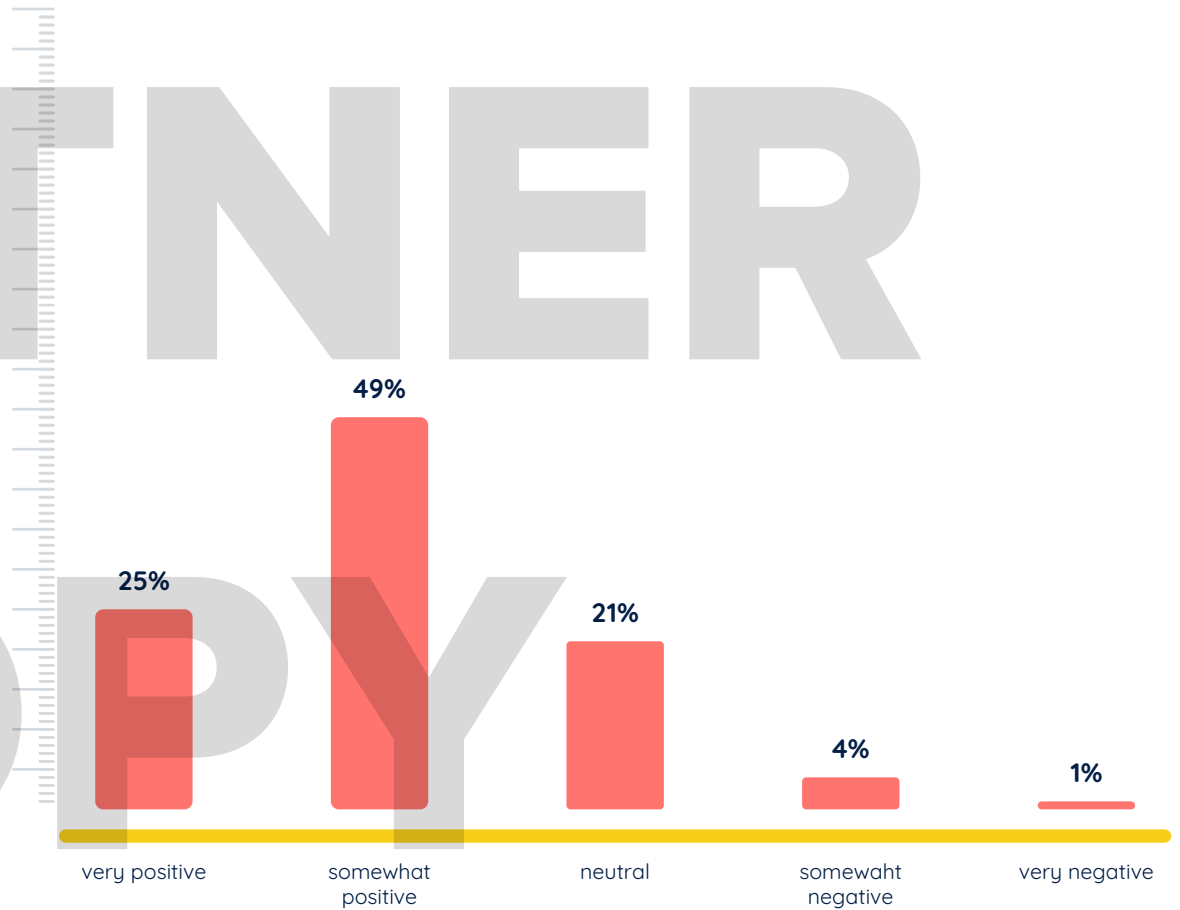
HOW MARKETERS LEVERAGE AI IN DAY-TO-DAY WORK



economic outlook

Most marketers (74%) express positive outlook for 2025 (25% very positive, 49% somewhat positive), with only 5% expressing negative sentiment. The strong positive sentiment suggests confidence in the industry's near-term prospects.

2025 ECONOMIC OUTLOOK



PARTNER

COPY

methodology &
demographics



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2025

methodology

Buildout and theBrokerList partnered to conduct the tenth annual DNA of CRE survey.

In conducting the annual DNA of CRE survey, our goal is to gather and share information about the commercial real estate industry. This information provides a benchmark for professionals to see how they measure up and learn about others across the industry.

This survey was conducted online during Q4 of 2024. Seventy-three marketers from across the U.S. participated.

NO. OF BROKERS IN LOCAL OFFICE

1	11%
2 to 5	18%
6 to 10	22%
11 to 20	16%
21 to 50	23%
51 to 100	1%
> 100	8%

AREAS BROKERS DO BUSINESS IN

city areas	58%
suburban areas	38%
rural areas	4%

YEARS IN CRE

1 to 5	51%
6 to 10	18%
11 to 20	18%
21 to 30	14%
> 30	0%

AGE

21 to 29	16%
30 to 39	37%
40 to 49	23%
50 to 59	21%
60 to 70	3%

ORGANIZATION

independent brokerage	55%
national brokerage	27%
solo broker	3%
property management	3%
other	11%

YEARS IN MARKETING

1 to 5	34%
6 to 10	25%
11 to 20	25%
21 to 30	15%
> 30	1%

GENDER

women	82%
men	15%
other	1%
undisclosed	1%

ROLE

marketing admin	29%
marketing director	27%
marketing manager	14%
transaction coordinator	11%
operations	10%
designer	8%
office manager	8%
agent	6%





thank you

A special thank you to all of our partners who helped promote the fall 2024 DNA of CRE survey to build this report.

[view past results](#)

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