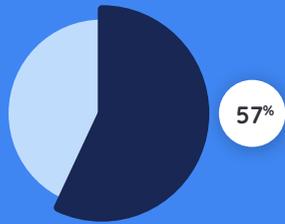
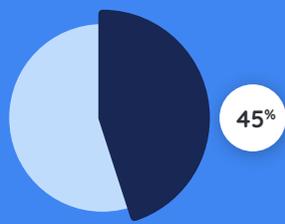


2026 dna of cre by the numbers

top tasks for ai/automation



Finding new prospects



Creating marketing material

3-YEAR TREND | AI ADOPTION

38% → 83%

AI adoption has **surged** between 2024 & 2026

relationships matter



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

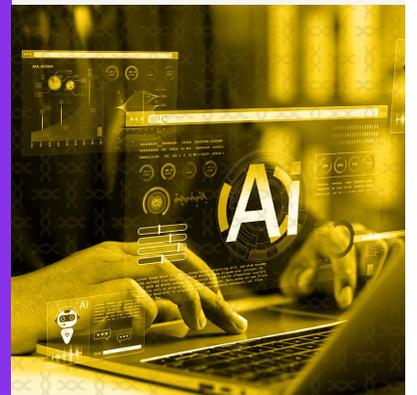
Top lead generation tactics

63%

Cold calling & referrals

17%

Only 17% of brokers reported **not using AI at all**

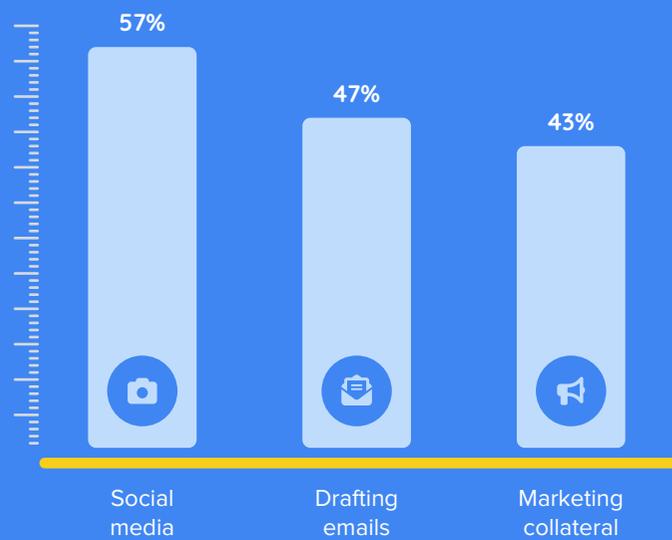


marketing tech investment surge

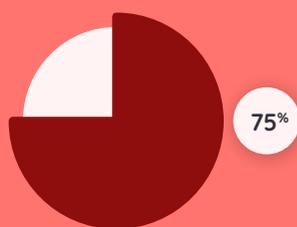


expect to **increase** their total marketing tech spend in 2026

cre marketers are using more ai



economic optimism



of brokers have a **positive** economic outlook for 2026

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