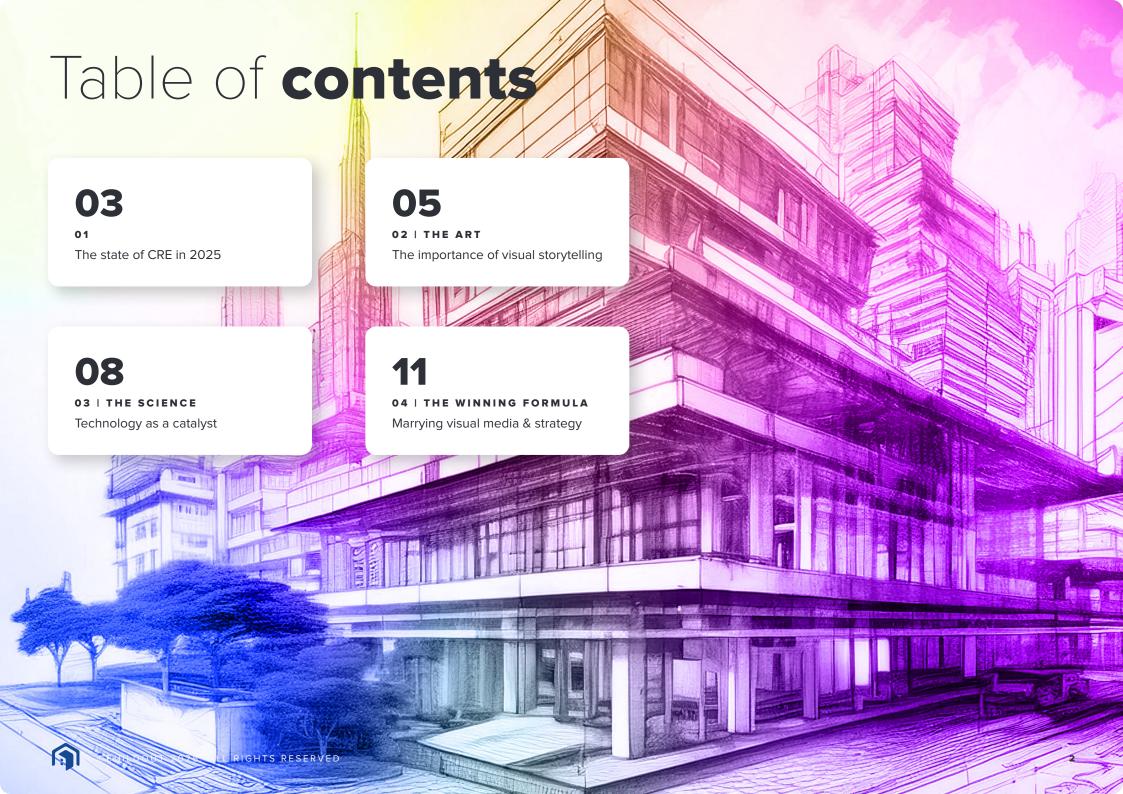


VISUAL MEDIA IN CRE SUCCESS

Where art meets science | Redefining the winning listing







The commercial real estate (CRE) landscape has undergone rapid transformation over the last few years. Coming out of a two-year industry slowdown, brokers and developers have had to adapt to hybrid work, fluctuating interest rates, and evolving client expectations.

Despite the challenges, there's a renewed sense of optimism. According to the latest **DNA of CRE report**, **seventy-six percent** of CRE professionals remain positive about the future, with many embracing technology at an accelerating pace. Al adoption has jumped 10% in just one year, and there's a significant increase in brokers using social media, analytics, and CRM platforms to streamline workflows and enhance deal visibility.

Yet, even as digital tools rise in importance, one thing remains unchanged: relationships. **Seventy-four percent** of brokers state that strong relationships are the most important driver of new business. The challenge now is integrating cutting-edge technology with human expertise to create a compelling and effective sales playbook.

That's where the intersection of art and science comes in—leveraging high-quality visual media to enhance engagement, strengthen client relationships, and secure premium listings.





BUILDOUT MEDIA WEBINAR Beyond blueprints: How to bring your projects to life with visual media Click here to gain more insights into bringing your projects to life with visual media

The **human emotion** element

CRE isn't just about properties—it's about people, perceptions, and possibilities. Buyers, tenants, and investors make decisions emotionally before they justify them rationally. First impressions are everything, and in an industry where properties must compete for attention, high-quality visual media is no longer optional—it's a necessity.

Buildout Media transforms the way brokers showcase their listings. Gone are the days of flat, uninspiring images and generic flyers. Today's top brokers rely on dynamic, immersive content that creates an emotional connection with buyers and investors before they ever step foot on-site.

DON'T JUST TAKE OUR WORD FOR IT:

"The fact is that we're constantly navigating a changing real estate market, and the pressure to make listings and properties stand out using visual media is higher. Clients expect more sophistication in property management, which means going beyond what worked five or even two years ago."



SOPHIE HAINES **Account Executive Buildout Media**

Trust & engagement

The **key** to closing deals

First impressions matter.

In the digital-first era, property listings are no longer just viewed—they're experienced. Brokers using immersive visual media report faster deal cycles and stronger client engagement.

The numbers speak for themselves:

- Listings with high-quality images receive **118% more engagement**
- Virtual tours increase time spent on listings by up to 60%
- Drone and aerial photography boost interest in commercial properties by 83%

Engagement techniques | How brokers use visual media to stand out



PERSONALIZED PRESENTATIONS

A bespoke marketing strategy showcasing high-quality photography, 3D renderings, and virtual tours helps investors visualize a property's potential.



EMOTIONAL CONNECTION

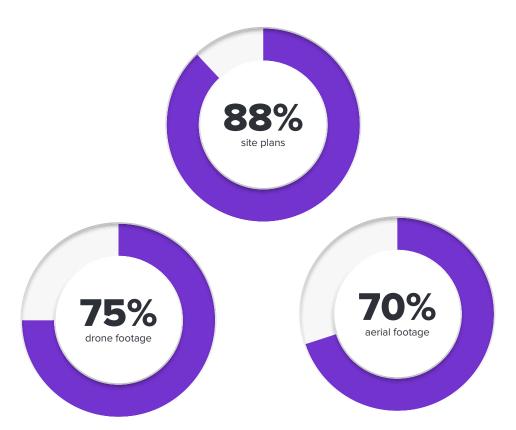
The right lighting, angles, and composition can highlight a property's strengths and subtly guide buyer perception.



NARRATIVE-DRIVEN MARKETING

Brokers who frame listings as investment opportunities through curated visuals see higher engagement and faster sales cycles.

TOP USED VISUAL MEDIA (VIA 2025 DNA OF CRE)



"Having a visual representation of your vision so you don't have to do it verbally is easier, more effective and powerful."

KEVIN MIMS I K8H VENTURES





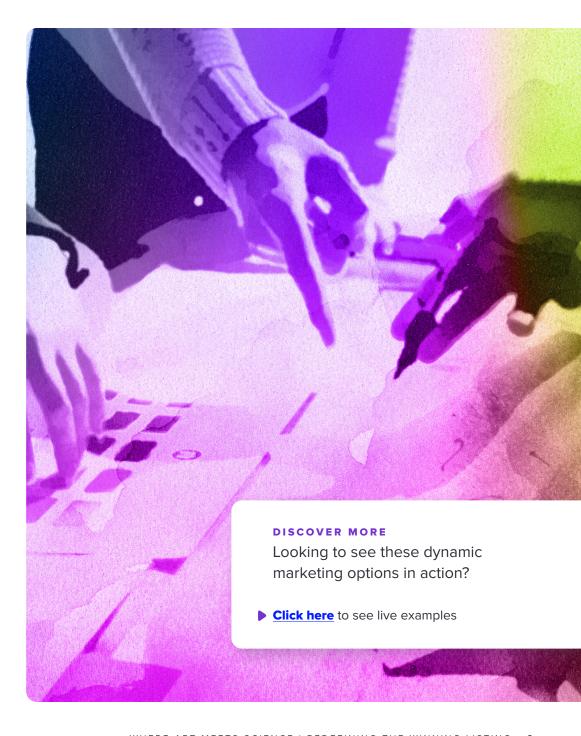
The shift from **static** to

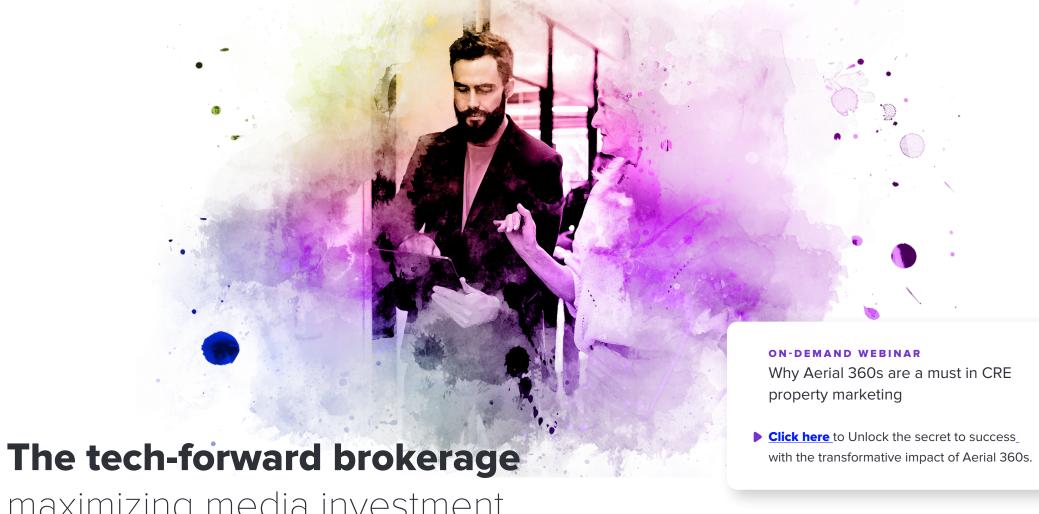
dynamic marketing

The world of CRE marketing is moving beyond static PDFs and outdated flyers. Today's brokers are embracing Al-driven analytics, automation, and immersive digital experiences to gain an edge in the market.

Buildout Media provides a full suite of visual marketing solutions, including:

- **HD PHOTOGRAPHY & DRONE FOOTAGE** Capture the best angles, highlight key property features, and provide stunning aerial views.
- 360° AERIAL MAPPING Showcase the full scope of a property and points of interest of the surrounding area.
- **VIRTUAL TOURS & RENDERINGS** Offer potential buyers and investors a walkthrough experience before they even visit.
- **VIRTUAL STAGING & RENOVATIONS** Help prospects visualize a space's full potential without costly on-site modifications.
- PROPERTY MARKETING VIDEOS Short, high-impact video tours drive engagement and make listings instantly shareable.





maximizing media investment

We know that every investment counts especially in the commercial real estate industry and the ability to adapt and reuse a single piece of content across multiple platforms and strategies is not just smart—it's necessary.

With tools like Buildout Media's Aerial 360 offering, the initial rendering blossoms into various forms—each uniquely tailored to engage differently across platforms. A single, immersive rendering of your property can be dynamically altered to fit into an email campaign, become the star of your social media strategy, or even lead a digital ad

campaign. From interactive site tours triggered by QR codes to eye-catching GIFs that bring property highlights to life, the possibilities are endless.

But it's not just about versatility; it's about maximizing the return on every media dollar spent. In a market that values innovation and engagement, stretching your visual media dollar through technology like Aerial 360 renderings is not just clever—it's essential in staying ahead and making your property resonate with potential clients long after the initial viewing.







The intersection of **art** and **science**

The best brokers don't choose between technology and relationships—they blend them seamlessly. The key to winning in today's CRE market is leveraging both the science of technology and the art of human behavior.

Build trust with data

Use market insights and analytics to back up your marketing recommendations.

Automate the busy work

Free up time for client relationships by leveraging Al and automation.

Streamline your media workflows

With Buildout Media, you don't need to worry about vendor management or project deadlines. We see it through to completion and help you maximize on the investment.

CASE STUDY

Visualizing hope | The Cana

Village project

Inspired by the mission of Matthew's Light to aid Houston's homeless population, Kevin Mims, CEO of K8H Ventures envisioned a transformative project: Cana Village—his concept aimed at developing affordable housing to address Houston's housing crisis. Kevin turned to Buildout's Media Services to turn his vision into reality.

The team utilized a land plan provided by Kevin and advanced rendering technologies to craft a vivid visual representation of the proposed community. This rendering was not just an architectural plan; it was a powerful visual representation that was able to bring his idea and its potential impact on the community to life. It helped to engage stakeholders and draw them into the narrative of community transformation.

Dive into a detailed video case study of Buildout Media's innovative work with Cana Village. Click here to watch now.

SEE IT IN ACTION

Scan the QR code to view the Cana Village Aerial 360 rendering





FINAL TAKEAWAY

Visual media is no longer a 'nice to have'

The CRE industry is evolving—and the brokers who adapt will be the ones who win. Visual media isn't just a trend; it's a head-turner. With Buildout Media, brokers and developers can showcase properties faster, more effectively, and with greater impact than ever before.

Are you ready to elevate your listings to winning status?

Click here to learn how Buildout Media's visual marketing services can help you win more listings, close faster, and impress clients at every stage of the deal.