



2017 DNA OF #CRE
BROKER EDITION APPENDIX

BROUGHT TO YOU BY
theBrokerList &  buildout

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Disclaimer: The views and opinions expressed in these results are those of the respondents and do not necessarily reflect the view of Buildout and theBrokerList or its employees.

ABOUT YOU

What is your company type?

Independent	51.68%
National	48.32%

How many brokers are in your local office?

Just you	11.78%
2 to 5	31.23%
6 to 10	16.16%
11 to 20	17.53%
21 to 50	13.42%
51 to 100	3.84%
More than 100	6.03%

What are your affiliations? (select all that apply)

NAR/Realtor	51.35%
CCIM	36.22%
ICSC	30.54%
None	13.78%
SIOR	12.43%
CREW	8.65%
BOMA	4.32%
IREM	4.05%
CPM	2.70%

What is your role in your company?

Broker	64.01%
Owner	16.21%
Leasing agent	8.79%
Executive	6.04%
Management	4.95%

How many years have you been in Commercial Real Estate?

1-5	21.39%
6-10	13.58%
11-20	31.50%
21-30	17.92%
31-40	12.43%
41+	3.18%

Gender

Male	77.36%
Female	22.64%

Age

21 to 29	6.72%
30 to 39	17.37%
40 to 49	19.33%
50 to 59	27.45%
60 to 69	22.69%
70+	6.44%

YOUR FOCUS

What is your primary role as a Commercial Real Estate broker?

Generalist	32.42%
Seller rep	23.90%
Landlord rep	16.48%
Tenant rep	13.19%
Buyer rep	9.62%
Consulting	2.20%
Property manager	1.37%
Resimerical	0.82%

Which role did you spend the most time on in 2017?

Seller rep	27.32%
Generalist	18.03%
Landlord rep	18.03%
Tenant rep	16.12%
Buyer rep	13.11%
Consulting	3.83%
Property manager	2.73%
Resimerical	0.82%

Which property type did you sell/lease the most in 2017?	
Office	24.66%
Retail	23.84%
Industrial	22.19%
Multifamily	10.96%
Land	7.95%
Single tenant net lease	3.56%
Special purpose	3.56%
Hospitality	1.92%
Medical	1.10%
Student housing	0.27%

From which geographic region did you receive most of your business in 2017?	
US South	34.52%
US West	29.04%
US Midwest	18.63%
US Northeast	13.97%
US National	1.92%
Canada	1.10%
International (excluding Canada)	0.82%

How many of your deals did you co-broker in 2017?	
Less than 10%	16.30%
Between 10% and 30%	15.76%
Between 30% and 50%	23.37%
Between 50% and 70%	22.83%
Between 70% and 90%	10.87%
More than 90%	10.87%

What was your gross commission income in 2017?	
Less than \$100,000	24.51%
\$100,001 to \$150,000	18.38%
\$150,001 to \$200,000	15.04%
\$200,001 to \$300,000	13.37%
\$300,001 to \$500,000	13.65%
\$500,001 to \$1M	9.47%
\$1M to \$2M	3.90%
More than \$2M	1.67%

YOUR FACTORS	
What was the biggest stimulus for winning your business in 2017?	
Relationships	75.14%
Personal reputation	12.43%
Professional materials/ presentations	5.52%
Data	4.14%
Company brand	2.76%
What was your biggest challenge in marketing your listings in 2017?	
Maximizing exposure/going out to enough people	39.32%
Gathering accurate property data and research	13.96%
Writing creative content	9.97%
Redundant data entry for new listings	7.69%
Speed to market	7.41%
Quality of proposals/listing presentations	6.84%
Preparing accurate analytics and/or pro formas	6.27%
Redundant data entry for updating listings	5.98%
Lack of quality photography and/or video	2.56%

YOUR TOOLS

What technology tools did you use regularly in 2017? (select all that apply)

Find and list space (<i>CoStar, Catylist, LoopNet, RealMassive, Xceligent</i>)	72.97%
Email marketing (<i>Constant Contact, MailChimp</i>)	60.54%
Document sharing (<i>Buildout, Dropbox, Real Capital Markets</i>)	58.92%
CRM/relationship managing (<i>Apto, ClientLook, RealNex</i>)	48.11%
Electronic signatures (<i>DocuSign, HelloSign</i>)	42.70%
Marketing software (<i>Buildout, Property Capsule, RealNex</i>)	41.62%
Source data (<i>CompStak, CoStar, RealNex, REscour, STDB</i>)	41.35%
Commissions and back-office (<i>Apto, CommissionTrac, CoStar Brokerage Applications/ReApps</i>)	24.86%
Video/photography software (<i>Drone technology, Matterport</i>)	20.54%
Blogging (<i>Blogger, Squarespace, Tumblr, Wix, WordPress</i>)	14.32%
Lead generation (<i>Digsy AI, ProspectNow</i>)	14.32%
Connect tools (<i>RealConnex, theBrokerList</i>)	13.51%
Other (<i>Write-ins: Yardi, Local CMLS</i>)	9.19%
Online payments (<i>Paypal, Square, Chase QuickPay</i>)	6.49%
Virtual reality and 3D tours (<i>Floored, Matterport</i>)	6.22%
Lease management (<i>VTS</i>)	5.68%

What marketing/social media tools did you use in 2017? (select all that apply)

LinkedIn	75.14%
Facebook	50.00%
Twitter	35.14%
Blog (<i>Blogger, Squarespace, Tumblr, Wix, WordPress</i>)	17.57%
YouTube	17.30%
Instagram	17.03%
Google+	12.16%
Facebook Live	4.59%
Snapchat	2.43%
Pinterest	2.16%
Periscope	0.81%
SlideShare	0.81%

Where did you find the most property information in 2017?

CoStar	41.05%
LoopNet	19.28%
Xceligent	15.43%
Self-sourced	12.12%
Other (<i>Write-ins: Catylist, MLS, RCM</i>)	6.06%
Internal company database	3.31%
CommercialSearch	2.48%
RealMassive	0.28%

YOUR WORKDAY

Do you have administrative and/or marketing support?

Yes, my firm pays for the support	37.81%
No	35.07%
Yes, I pay for the support	27.12%

How much time per week did you or your staff spend on administrative tasks?

Less than 1 hour	1.10%
1 to 5 hours	22.04%
6 to 10 hours	25.34%
11 to 15 hours	12.95%
16 to 20 hours	11.29%
More than 20 hours	20.11%
Not sure	5.23%
N/A	1.93%

How much time per week did you or your staff spend on marketing tasks?

Less than 1 hour	2.78%
1 to 5 hours	25.56%
6 to 10 hours	22.50%
11 to 15 hours	13.33%
16 to 20 hours	12.50%
More than 20 hours	18.61%
Not sure	3.33%
N/A	1.39%

PREDICTIONS

Do you believe that industry brokerage commission revenue will increase, decrease or stay the same in 2018 over 2017?

Increase	70.34%
Stay the same	22.03%
Decrease	7.63%

Do you believe the Commercial Real Estate industry staffing needs will increase, decrease or stay the same in 2018?

Increase	48.72%
Stay the same	36.75%
Decrease	14.53%

Do you believe the number of Commercial Real Estate brokers will increase, decrease or stay the same in 2018 over 2017?

Increase	57.14%
Stay the same	33.61%
Decrease	9.24%

Does your company plan to actively recruit more brokers and other team members in 2018?

Yes	81.36%
No	18.64%

Do you believe a national real estate license should be required instead of individual state licenses?

No	67.80%
Yes	32.20%

Which branch of Commercial Real Estate do you expect to be the most active in 2018?

Industrial	43.59%
Multifamily	22.22%
Office	11.97%
Retail	11.11%
Land	5.98%
Other	5.13%

Do you think the CRE industry will embrace technology more, less or the same in 2018 over 2017?

More	84.03%
Stay the same	15.13%
Less	0.84%

Which Commercial Real Estate technology tools do you plan to adopt in 2018? (select all that apply)

Marketing software	52.00%
CRM	49.00%
Electronic document signature	44.00%
Drone video	41.00%
Listing marketplace	39.00%
Document sharing (<i>Dropbox</i>)	35.00%
Document automation	29.00%
Online payment	9.00%
Other (<i>Write-ins: CoStar, Preoperty search</i>)	7.00%
None of the above	0.00%

Which new technology do you think will affect the Commercial Real Estate industry the most in 2018?

None of above	34.82%
Virtual reality	29.46%
Artificial intelligence	19.64%
Blockchain	12.50%
Driverless cars	1.79%
Other	1.79%

Do you have any other predictions for 2018? (highlights)

By the middle of the year, we should have a clear understanding of how the new tax reform will really impact current ownership. At that point, a lot of owners will be deciding on whether they should take advantage of the new rules which will create more transaction velocity before year end.

In California, the threat of legislation to eliminate dual agency will change how deals flow, if passed.

We need better data options, especially if our licenses are only relevant in a state by state basis. National licensure and access to comps and properties would be beneficial to brokers and clients. At that point, a lot of owners will be deciding on whether they should take advantage of the new rules which will create more transaction velocity before year end.

I think inflation will finally begin to pick up due to low unemployment and wage growth. With rising interest rates, cap rates will also rise, devaluing some properties. As long as it is smaller (50-100 bps) there shouldn't be an issue. Larger increases could put some properties under water with their financing.

The new tax plan will benefit Commercial Real Estate investors and commercial property owners, so the industry should stay busy in 2018. The only thing that will negatively change with the new tax plan is the fact that you can no longer write-off entertainment. I've been told by professional accountants that no longer being able to deduct for entertainment is menial compared to the strong benefits the updated tax plan will provide to those that own commercial property or work in the commercial real estate industry.

The new tax plan will help spur CRE transactions.

Agents are going to have to go back to driving around and calling [numbers] off signs if [they] do not have a lower cost database in the absence of Xceligent. This will add two to three weeks to the process, which will slow down the overall transaction time. Agents do not have the luxury of clients changing their criteria every week. We have become less flexible because of our lack of competitive resources.

There needs to be another source of reliable, cost effective information and listing services!

I believe technological advances will make agents obsolete if they do not adapt. Transactions will be carried out online, with generic template contracts and lease paperwork. Payments will be processed online and due diligence will be completed with online tools. Staying fluent and up-to-date with upcoming tech is critical.

We will need to re-envision spaces like malls to be utilized in different capacities. The amount of shared spaces will increase. The technology sector will perform well. The number of industrial spaces will increase.

I predict it will be best year in world history.

2018 will be my year to shine.

