

DNA of #CRE

2017

2017 BROKER EDITION RESULTS

ABOUT YOU

WHAT SET YOU APART?

CHARACTERISTICS

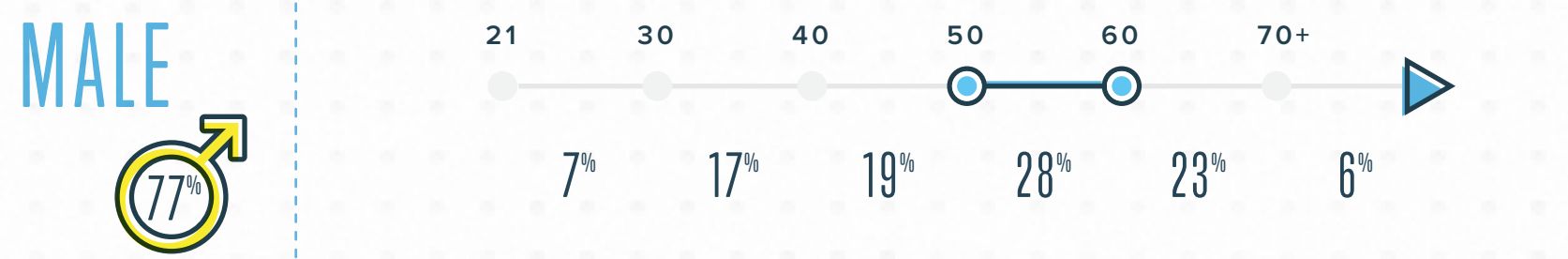
BROKER POSITION

64%

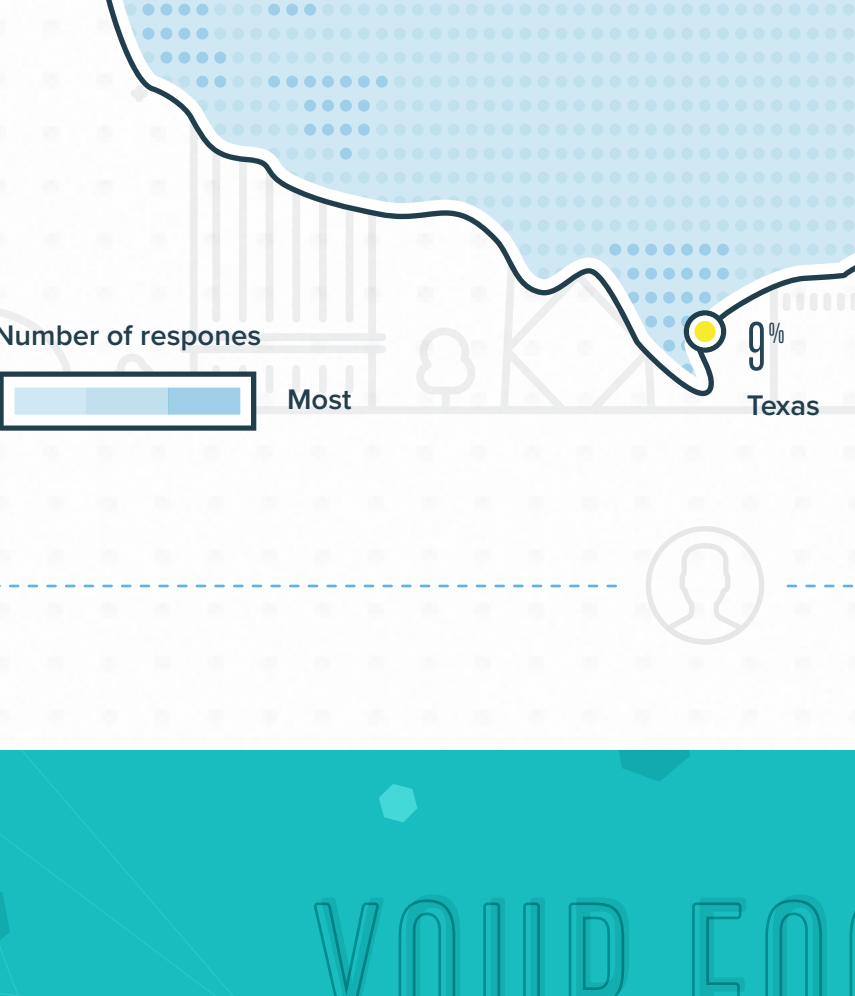
INDEPENDENT COMPANY TYPE

52%

NUMBER OF BROKERS



YEARS IN CRE



AFFILIATIONS

NAR/REALTOR

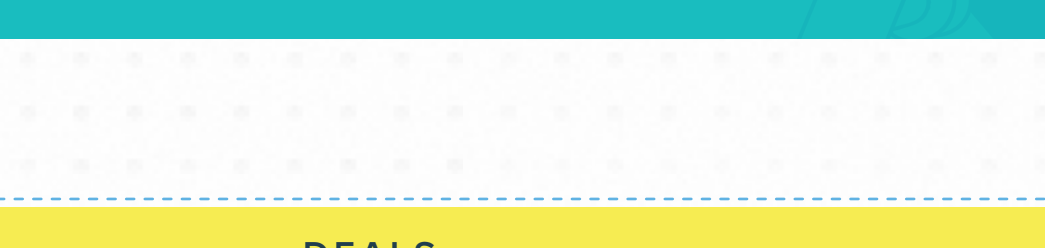
- NAR/Realtor
- CCIM
- ICSC
- None
- SICR
- CREW
- BOMA
- IREM
- CPM

GENDER

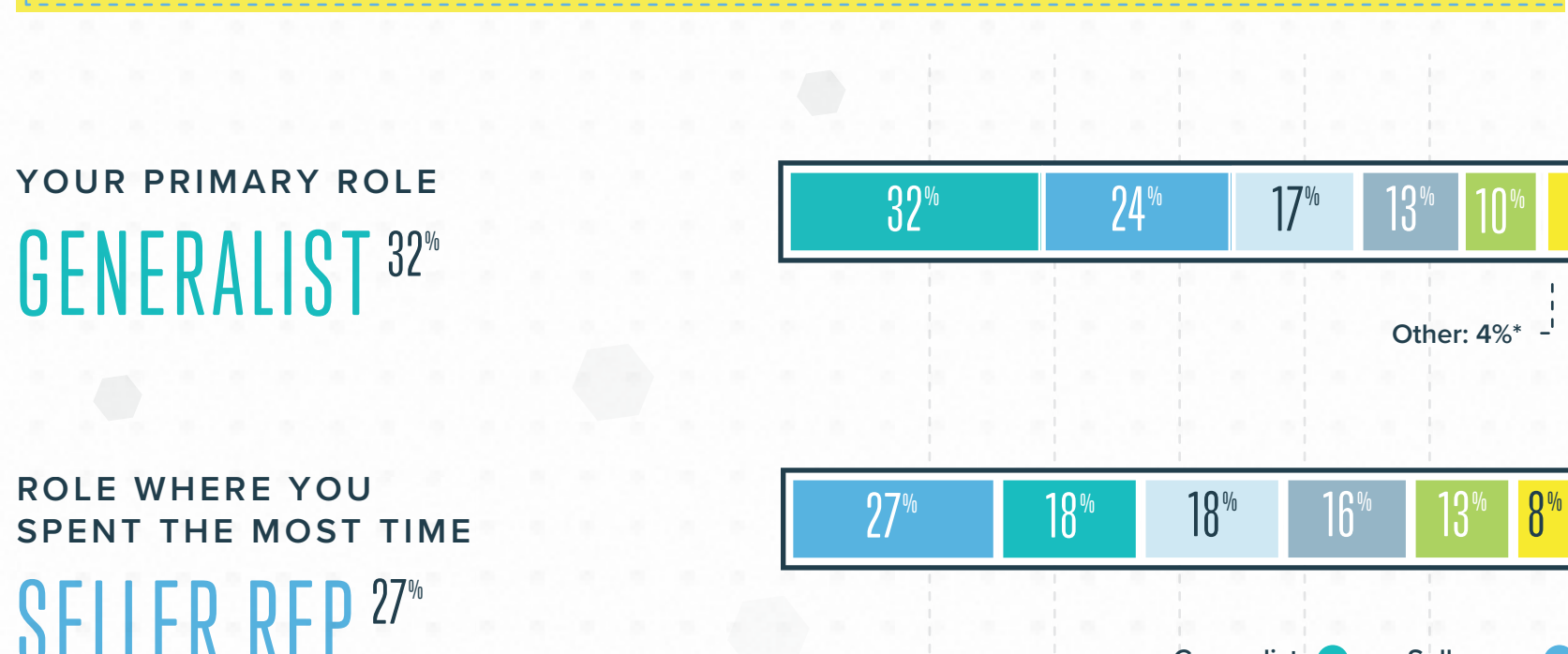
MALE

77%

AGE



WHERE YOU ARE FROM



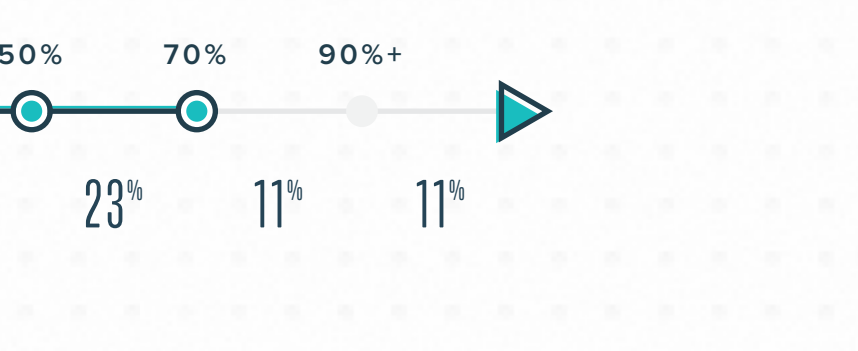
YOUR FOCUS

WHAT DID YOU WORK ON IN 2017?

DEALS

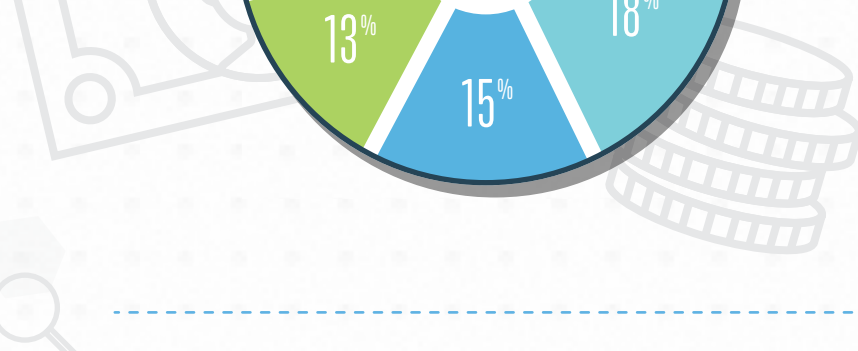
YOUR PRIMARY ROLE

GENERALIST 32%



ROLE WHERE YOU SPENT THE MOST TIME

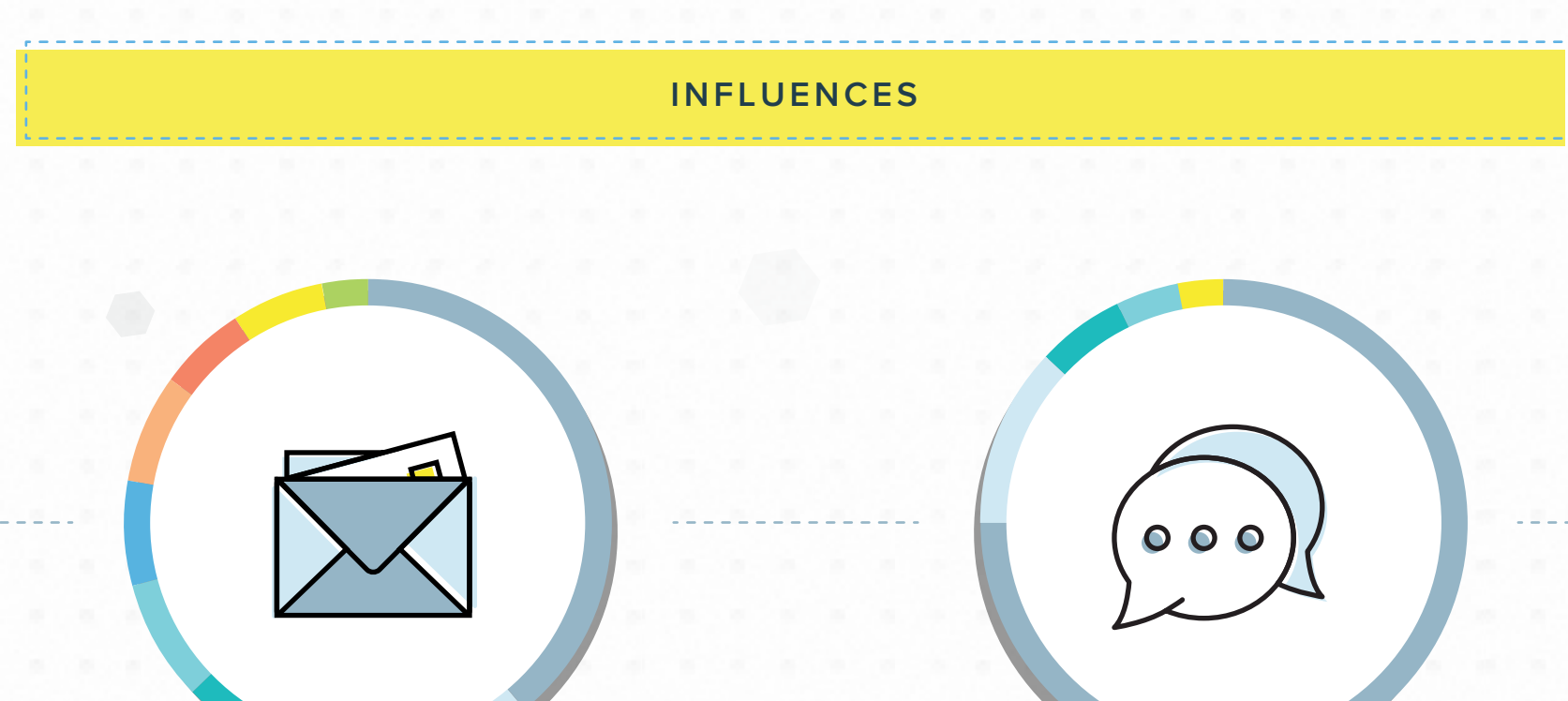
SELLER REP 27%



*Other: Consulting, Property manager, Residential

MOST SOLD/LEASED PROPERTY TYPE

OFFICE 25%



REGION WITH THE MOST BUSINESS

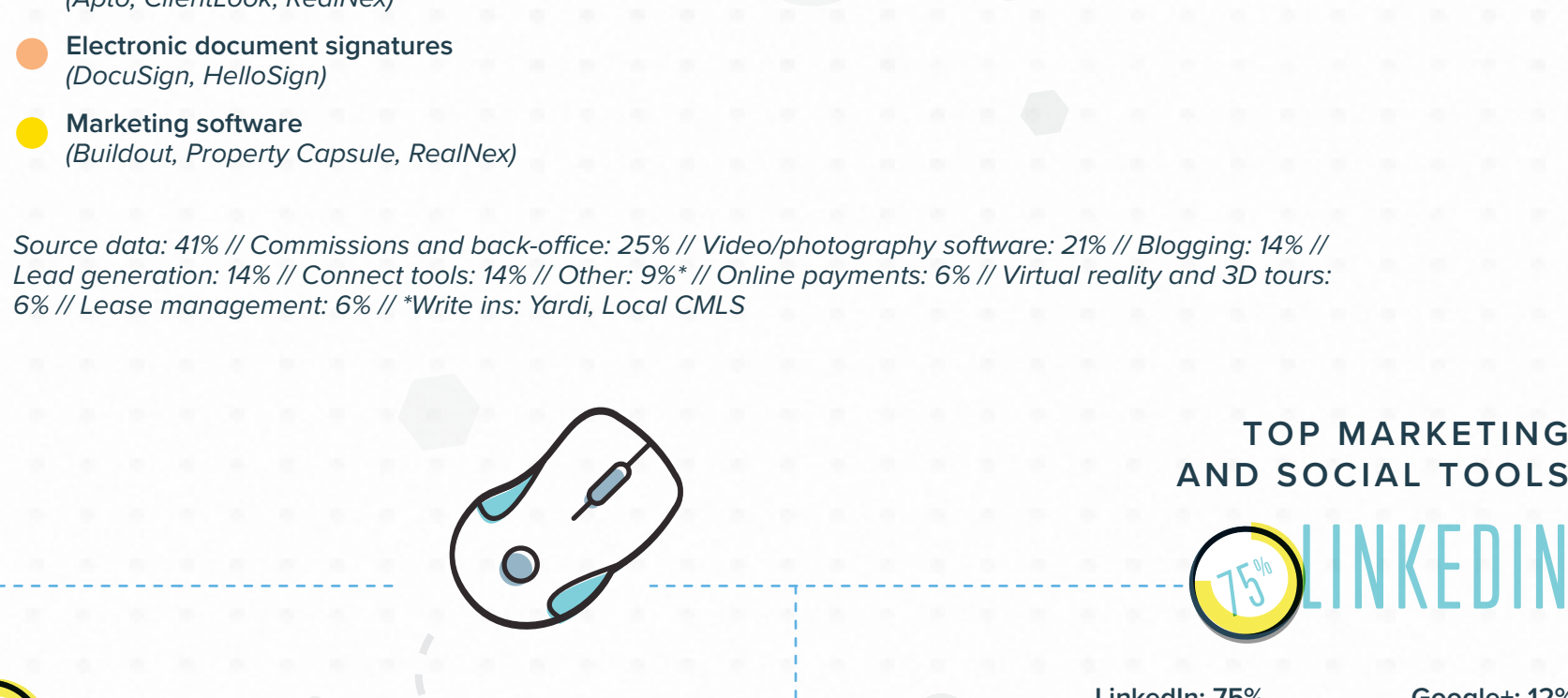
US SOUTH 35%

PERCENTAGE OF DEALS CO-BROKERED



GROSS COMMISSION

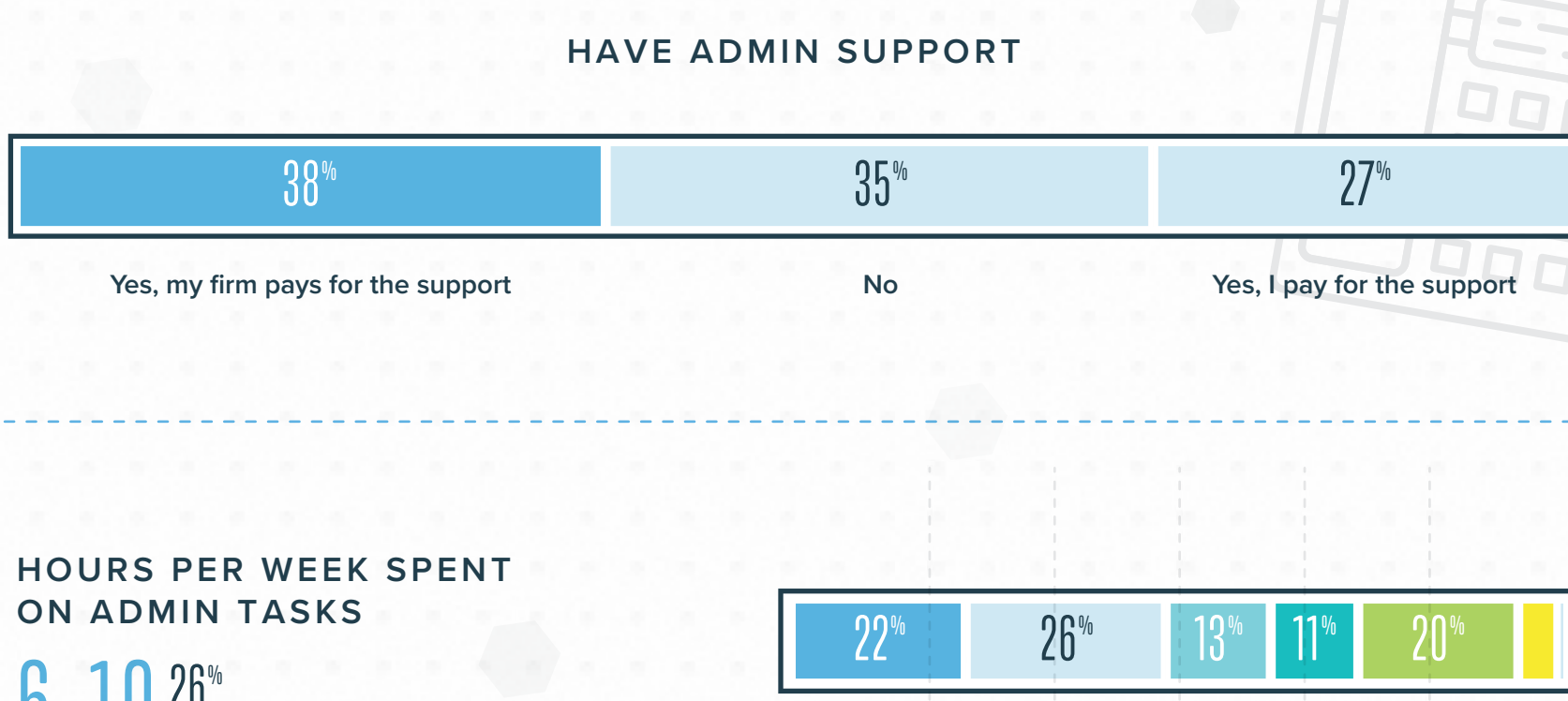
< \$100,000 25%



YOUR FACTORS

WHAT DID YOU CARE MOST ABOUT IN YOUR BUSINESS?

INFLUENCES



YOUR TOOLS

WHAT TOOLS HELPED YOU THE MOST?

TECHNOLOGY

TOP TECH TOOLS

FIND AND LIST SPACE 73%



Source data: 41% // Commissions and back-office: 25% // Video/photography software: 21% // Blogging: 14% // Lead generation: 14% // Connect tools: 14% // Other: 9% // Online payments: 6% // Virtual reality and 3D tours: 6% // Lease management: 6% // Write ins: Yardi, Local CMLS

TOP SOURCE OF PROPERTY INFO

COSTAR 47%

TOP MARKETING AND SOCIAL TOOLS

LINKEDIN 75%

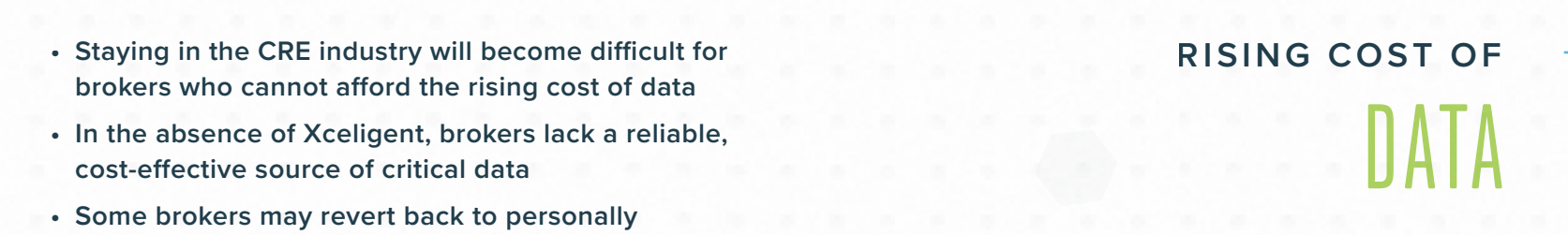
- LinkedIn: 75%
- Facebook: 50%
- Twitter: 35%
- Blog: 18%
- YouTube: 17%
- Instagram: 17%
- Google+: 12%
- Facebook Live: 5%
- Snapchat: 2%
- Pinterest: 2%
- Periscope: 1%
- SlideShare: 1%

YOUR WORKDAY

HOW DID YOU SPEND YOUR TIME IN 2017?

RESPONSIBILITIES

HAVE ADMIN SUPPORT



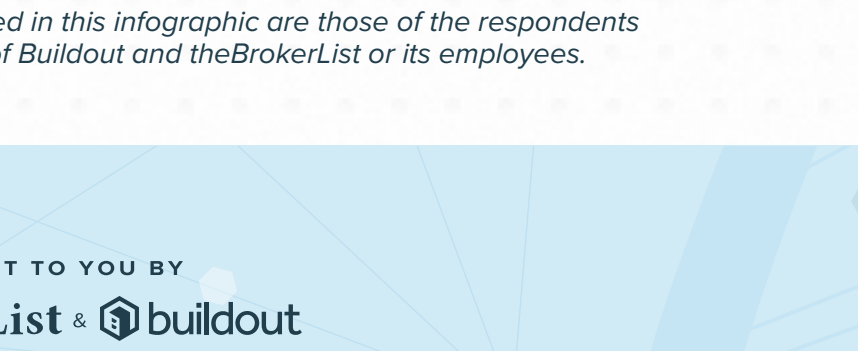
HOURS PER WEEK SPENT ON ADMIN TASKS

6-10 26%



HOURS PER WEEK SPENT ON MARKETING TASKS

1-5 26%



PREDICTIONS

WHAT DO YOU FORESEE IN 2018?

COMMERCIAL REAL ESTATE INDUSTRY IN 2018

Legend: Increase (green), Stay the same (blue), Decrease (red)

PLAN TO RECRUIT MORE BROKERS 81%

BROKERAGE COMMISSION REVENUE WILL

THINK A NATIONAL REAL ESTATE LICENSE SHOULD NOT BE REQUIRED 68%

CRE INDUSTRY STAFFING NEEDS WILL

CRE WILL EMBRACE TECH MORE 84%

THE NUMBER OF CRE BROKERS WILL

MOST ACTIVE BRANCH IN 2018

THE TECH TOOLS YOU PLAN TO ADOPT IN 2018

*Document automation: 29% // Online payment: 9% // Other: 7% // None of the above: 0%

TECH THAT WILL AFFECT CRE THE MOST IN 2018

THEMES FROM WRITE-IN COMMENTARY

- Virtual reality will affect CRE the soonest
- All of the technologies will have an effect on CRE within 5-10 years
- Forward-thinkers will start planning for driverless cars
- Staying fluent in new CRE tech is critical for the industry

EMERGING TECHNOLOGY

- Staying in the CRE industry will become difficult for brokers who cannot afford the rising cost of data
- In the absence of Xceligent, brokers lack a reliable, cost-effective source of critical data
- Some brokers may revert back to personally collecting information, which would slow down overall CRE transactions

RIISING COST OF DATA

- The new tax plan will likely benefit CRE and transaction velocity, so the industry should stay busy in 2018
- Inflation may increase due to low unemployment and wage growth
- With rising interest rates, cap rates will probably rise and devalue some properties
- If California passes legislation to eliminate dual agency, the flow of deals may change

ECONOMY/ POLITICAL STATE

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

BROUGHT TO YOU BY theBrokerList + buildout

BUILDOUT 2018. ALL RIGHTS RESERVED