DNA of #CRE

2017

2017 MARKETER EDITION RESULTS

ABOUT YOU

WHAT SET YOU APART?

CHARACTERISTICS

GENDER

82%

FEMALE

59%

COMPANY TYPE

INDEPENDENT

POSITION

36%

MARKETING DIRECTOR

AGE

21–29	30–39	40–49
37%	34%	18%

50–59	60–69	70+
7%	3%	1%

MARKETING TEAM SIZE

Just you	2	3–5	5+
39%	23%	28%	10%

BROKER TEAM SIZE

1	2–5	6–10	11–20	21–50	51–100
5%	11%	19%	29%	26%	7%

> 100: 3%

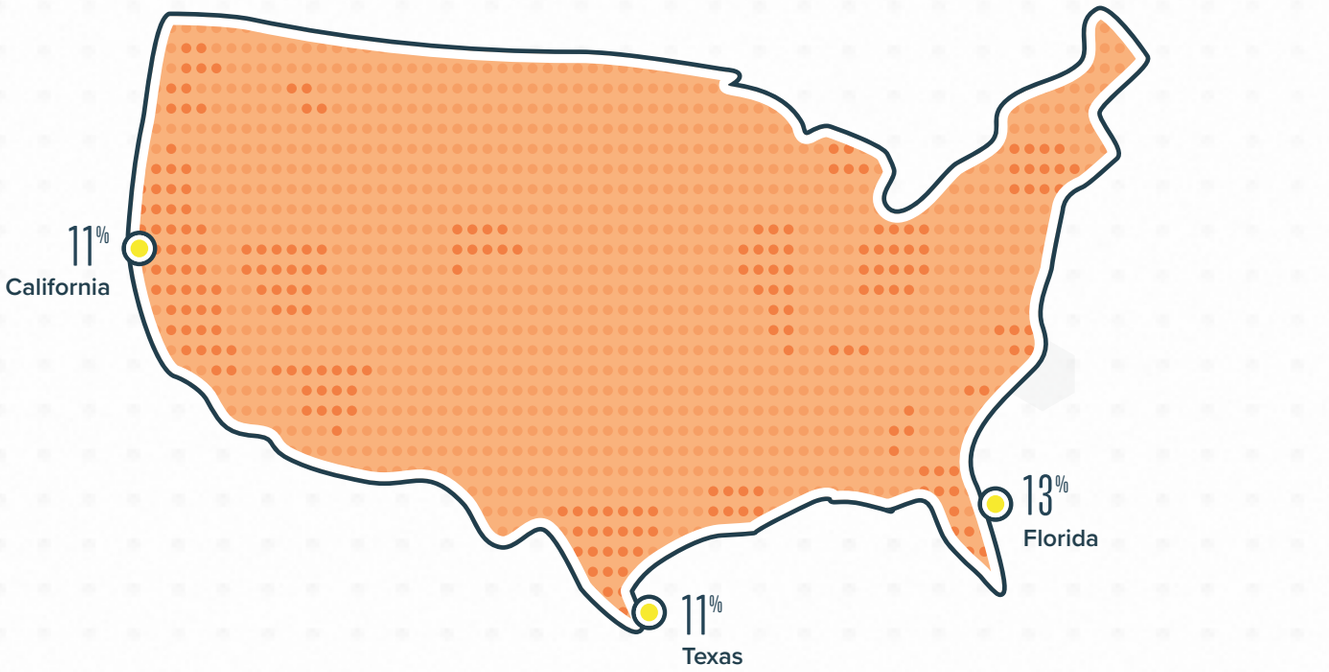
YEARS IN CRE

1–5	6–10	11–20	21–30	31+
66%	11%	17%	6%	0%

YEARS IN MARKETING

1–5	6–10	11–20	21–30	31+
49%	20%	21%	9%	1%

WHERE YOU ARE FROM



YOUR LISTING PROCESS

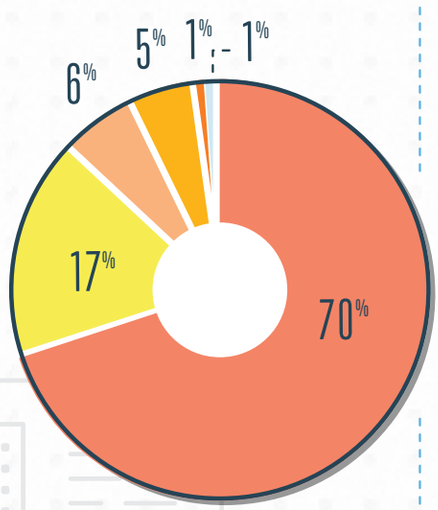
HOW DID YOU MARKET YOUR LISTINGS?

DATA

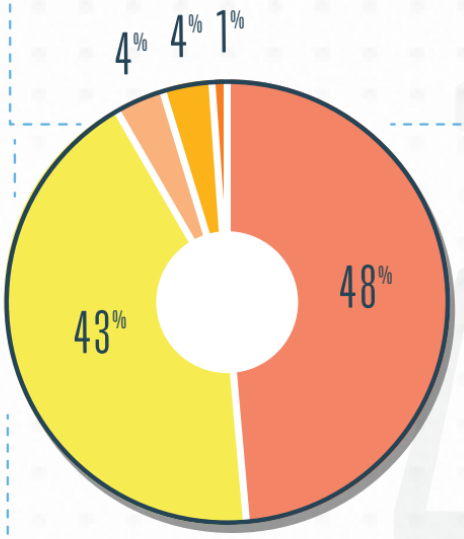
WHERE YOU STORED LISTING DATA

ONLINE DATABASE 70%

- Online database
- In-house database
- Spreadsheet
- Other
- None
- Paper forms



HOW YOU DISTRIBUTED LISTING INFO

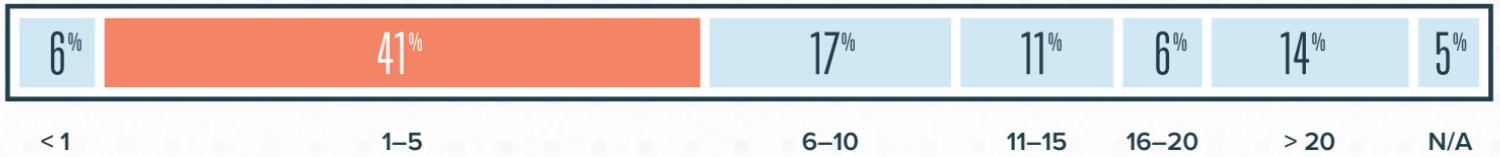


48% MANUAL DATA ENTRY

- Manual data entry by in-house marketer/administrator
- Using an online service
- Manual data entry by broker
- Other
- Did not list on listing platforms

DISPLAYED LISTINGS ON COMPANY WEBSITE

TIME PER WEEK SPENT ON LISTING DATA ENTRY



TOP PLATFORMS FOR DISPLAYING LISTINGS ON SITE

- Buildout
- In-house coding or CMS
- Other*
- LoopLink
- CoStar plugin

Write-ins: MLS feeds, WordPress, Xceligent

VIDEO/PHOTOS

68%

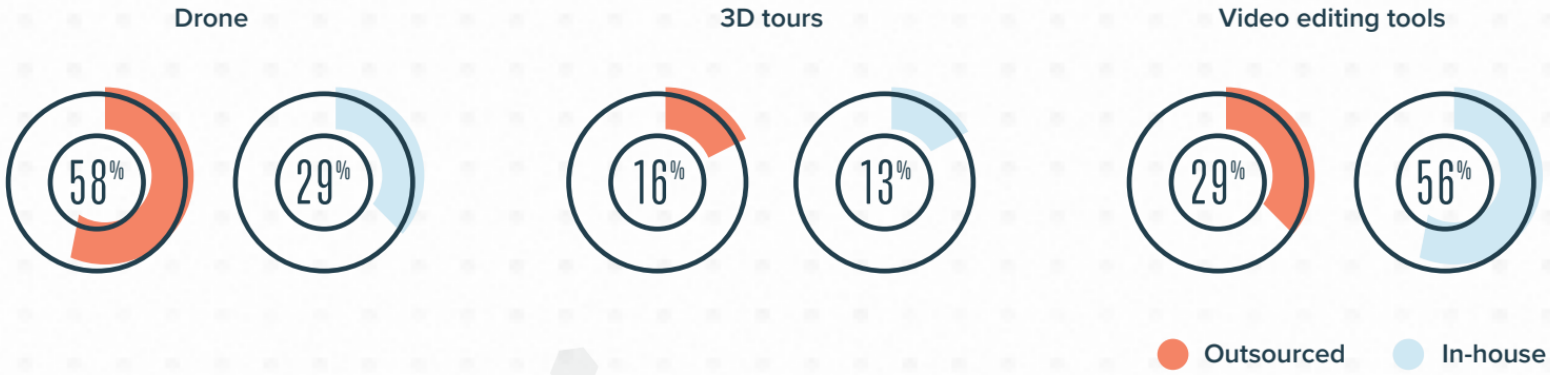
TOOK PROPERTY PHOTOS FOR PROMO MATERIALS

50%

USED VIDEOS OR 3D TOURS FOR PROPERTY MARKETING

METHODS USED TO CREATE VIDEOS OR 3D TOURS

DRONE TECHNOLOGY, OUTSOURCED



EMAIL MARKETING

95%

USED EMAIL MARKETING FOR LISTINGS

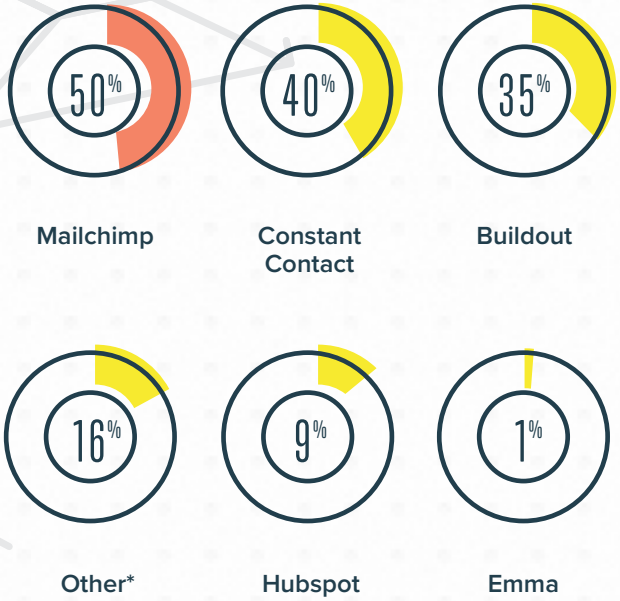
PLATFORMS USED FOR EMAIL MARKETING

AVERAGE OPEN RATE

26-30%

AVERAGE CLICK THROUGH RATE

1-5%

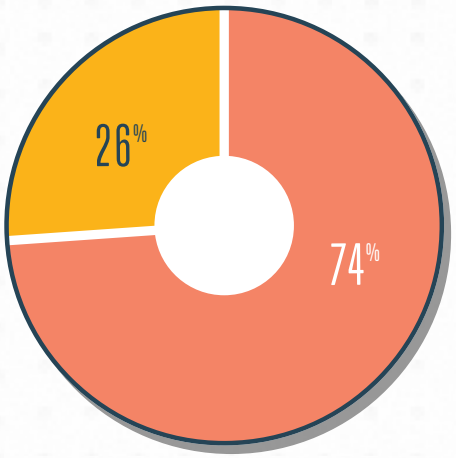


*Write-ins: Xceligent, iContact

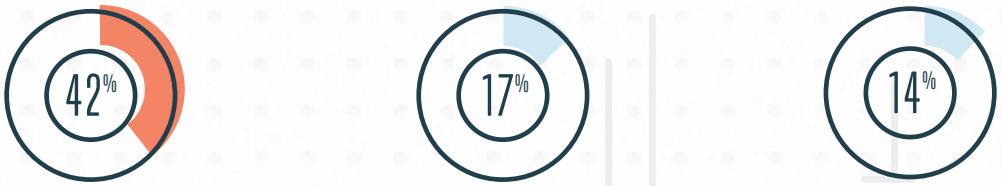
SOCIAL MEDIA

MARKETED LISTINGS ON SOCIAL MEDIA

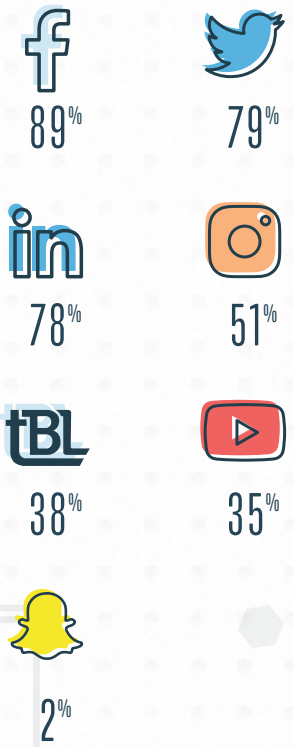
Yes No



REASONS FOR NOT USING SOCIAL MEDIA

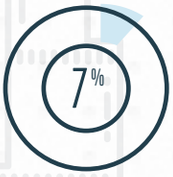


PLATFORMS USED



I don't have time

My company does not permit it

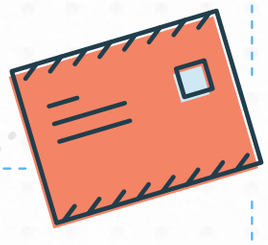


Not sure how to use

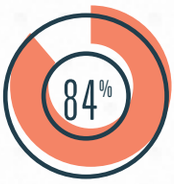
*Write-ins: Plan to begin in 2018, Use for company presence not listings

ADVERTISING

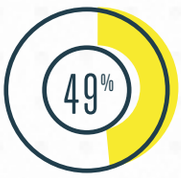
ADVERTISED USING TRADITIONAL CHANNELS



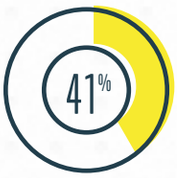
TRADITIONAL CHANNELS USED



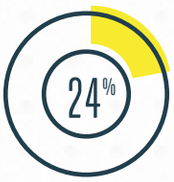
Direct mail



Newspaper

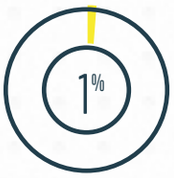


Magazine



Outdoor

Television



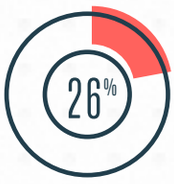
Other

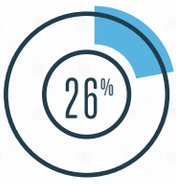
Radio

RAN DIGITAL AD CAMPAIGNS FOR LISTINGS

- CRE industry media *(Bisnow, Connect Media, GlobeSt.com)*
- Local Media
- Google AdWords Display
- Google AdWords Search *(text)*
- Other*
- Bing Ads

DIGITAL ADVERTISING PLATFORMS





*Write-ins: Facebook Ads, CoStar Ads

YOUR BROKER MARKETING

HOW DID YOU SHOWCASE YOUR BROKERS?

BROKER PROFILES

86%

CREATED BROKER PROFILES

82%

PROVIDED HEADSHOTS FOR BROKERS

TOP SITES FOR MAINTAINING ONLINE BROKER PROFILES

COMPANY WEBSITE 86%

Company website | LinkedIn | Buildout Broker Plugin | theBrokerList | Other | Did not maintain

*Write-ins: CoStar, LoopNet

TIME PER WEEK SPENT ON BROKER MANAGEMENT TASKS

< 1	1–5	6–10	11–15	16–20	> 20	N/A
11%	19%	22%	9%	12%	13%	14%

YOUR COMPANY MARKETING

HOW DID YOU MARKET YOUR COMPANY?

BLOGS/ORIGINAL CONTENT

56%

MAINTAINED COMPANY BLOG

90%

CREATED BLOG CONTENT

INHOUSE

NOTICED AN INCREASE IN WEB TRAFFIC SINCE STARTING BLOG

- Yes
- Not sure
- No, but plan to continue blogging in 2018
- No, do not plan to continue blogging in 2018

70%

PRODUCED OTHER

GENERATED CONTENT

84%

USED CONTENT AS

ORIGINAL CONTENT

INHOUSE 91%

LEAD-GENERATING TOOL

NOTICED AN INCREASE IN WEB TRAFFIC SINCE DEVELOPING CONTENT

- Yes
- Not sure
- No, but plan to continue developing content in 2018
- No, do not plan to continue developing content in 2018

SOCIAL MEDIA

SOCIAL SITES USED TO MAINTAIN COMPANY'S PRESENCE

87% 81% 78%

SOCIAL SITES WITH MOST ENGAGEMENT

35% 20% 20%

43%

USED SOCIAL MEDIA AUTOMATION TOOLS

TOP SOCIAL AUTOMATION TOOLS

- Hootsuite

- Buffer
- HubSpot
- Other*
- Sprout Social
- Meet Edgar

*Write-ins: TweetDeck

PRESS RELEASES

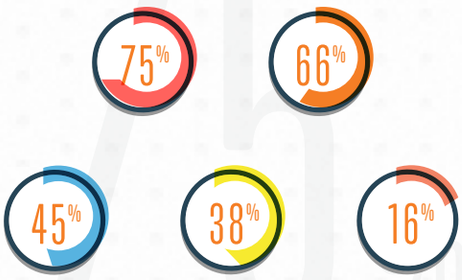
SENT OUT COMPANY PRESS RELEASES

WROTE PRESS RELEASES INHOUSE

HOW YOU SHARED PRESS RELEASES

- Company website
- Direct outreach to CRE media outlets
  (The News Funnel, Bisnow, GlobeSt.com, Connect Media, RE Journals)
- Direct outreach to mainstream media outlets
  (New York Times, Wall Street Journal, Forbes, Business Insider)
- PR platforms
  (pr.com, newswire.com, prweb.com)
- Other*

*Write-ins: Direct outreach to local media outlets

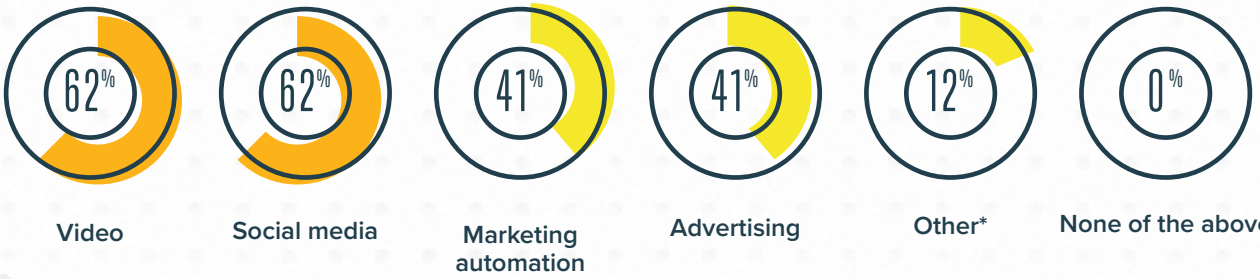


PREDICTIONS

WHAT DO YOU FORSEE IN 2018?

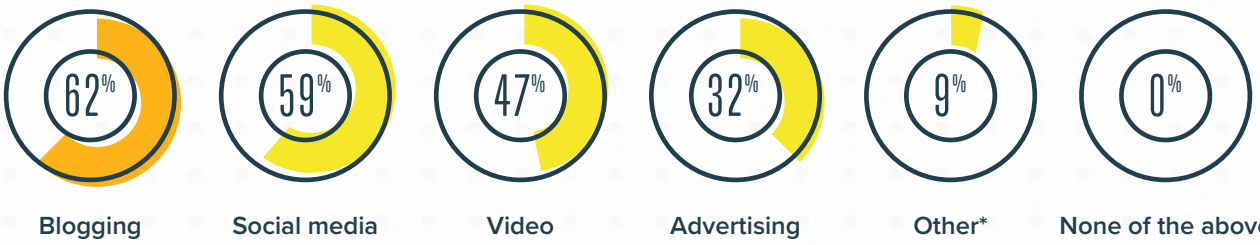
MARKETING PLANS

LISTING MARKETING STRATEGIES YOU PLAN TO ADOPT IN 2018



**Write-ins: CRM and database implementation*

COMPANY MARKETING STRATEGIES YOU PLAN TO ADOPT IN 2018



**Write-ins: Tradeshows, Speaking engagements, Press releases*

STAFFING AND RECRUITING

CRE INDUSTRY STAFFING NEEDS WILL INCREASE IN 2018

82%

PLAN TO RECRUIT MORE IN 2018

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.

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