

WHAT SET YOU APART?

YEARS IN CRE

30% 16% 11-20 21-30 > 30

35th SELLER REP

THE MOST TIME

AFFILIATIONS

ROLE WHERE YOU SPENT

GENDER NAR/Realtor **CCIM ICSC**

16%

6-10

BROKER 55%

PRIMARY ROLE

20%

1-5

60 - 6925**AGE** None Other **SIOR**

BACHELOR'S DEGREE 564

HIGHEST LEVEL OF EDUCATION

IREM BOMA CREW

32%

CPM

HOW YOU STARTED IN CRE

21%

19%

Family influence

Recruited from college ----

Not shown: Hawaii: 1%

6%

22%

Friend recommended Incidentally Other WHERE YOU ARE FROM

> 10% 6-10% 2-5% 1%

COMPANY TYPE NUMBER OF BROKERS FIRM PAYS FOR THE SUPPORT MARKETING SUPPORT TEAM SIZE 30% 20% 40% 10%

2

3-5

> 5

15%

Decrease

BROKERAGE

CRE INDUSTRY STAFFING NEEDS WILL PLAN TO RECRUIT MORE BROKERS NUMBER OF CRE BROKERS WILL

BROKERAGE PREDICTIONS

WHAT DID YOU CARE MOST ABOUT IN YOUR BUSINESS?

INFLUENCES

48%

Increase

Building

HOURS PER WEEK SPENT ON **DEVELOPING RELATIONSHIPS**

16-20 hrs

20%

34%

HOURS PER WEEK SPENT ON ADMIN TASKS

TOP TECH TOOLS

6-10 HRS

< 1 hr

1–5 hrs

6-10 hrs

11–15 hrs

16%

10%

13%

< 1: 2%

37%

Stay the same

TOP RATED STIMULI FOR WINNING BUSINESS*

CHALLENGING OR UNCHALLENGE

*Options ranked 3 for neither challenging or unchallenging: Maximizing exposure/reaching target market group Gathering accurate property data and research // Writing creative content // Redundant data entry for new listings Speed to market // Quality of proposals/listing presentations // Preparing accurate analytics and/or pro formas Redundant data entry for updating listings // Lack of quality photography and/or video

HOW DID YOU SPEND YOUR TIME IN/2018?

RESPONSIBILITIES

Collecting and Developing **Prospecting** Coaching relationships maintaining personal reputation and training property data *options the most respondents ranked 5 for 'most important' -CHALLENGING FACTORS FOR MARKETING LISTINGS*

13% > 20 hrs Not sure N/A: 0% 4% 3%

12%

HOURS PER WEEK SPENT

16-20 hrs

> 20 hrs

Not sure

N/A: 0%

Not sure

ON MARKETING TASKS

6-10 HRS

< 1 hr

1–5 hrs 6-10 hrs

11–15 hrs

28%

19% 29% 13% 21% 12% 1-5 6-10 11-15 16-20 > 20

WHAT TOOLS HELPED YOU THE MOST?

TECHNOLOGY

Find and list space

(Constant Contact, MailChimp)

CRM/relationship management (Apto, ClientLook, RealNex)

(Buildout, Property Capsule, RealNex)

(Apto, CommissionTrac, CoStar Brokerage Apps) Property and lease management: 23% // Blogging: 22% // Lead generation: 21% // Online payments: 21% // Connect tools: 19% // Virtual reality and 3D

Video/photography software (Drone technology, Matterport) Commissions and back-office

tours: 13% // Other: 12%

(Buildout, Dropbox, Real Capital Markets)

(CompStak, CoStar, RealNex, REscour, STDB)

Email marketing

Document sharing

Electronic signatures (DocuSign, HelloSign) Marketing software

Source data

(CoStar/LoopNet, Catylist, RealMassive, local CMLS)

TOP SOURCE OF PROPERTY INFO TOP MARKETING AND SOCIAL TOOLS BLOG

20%

19%

LISTING SITES

TOP LISTING SITES USED IN 2018

OfficeSpace: 22% // 42Floors: 21% // Brevitas: 21% // Other: 15% // RealNex Marketplace: 14% // RealConnex: 12% QuantumListing: 10% // Leavitt Digital (LDCRE): 7% // Rofo: 7% // Harken CRE: 4% // RealMassive: 3% // RealtyZapp: 3% Spacelist: 3% // None: 3% // Koss REsource: 2%

LISTING SITES RATED MOST VALUABLE

13%

Crexi

None

Other*

"Better and more affordable listing service. Loopnet is expensive and doesn't function as

that is affordable by smaller firms"

"National listing/data service other than LoopNet

"One database where all brokers can list for free but would have to pay a reasonable fee to

"Better, more complete data set on properties

"A better data collection software that can accurately accumulate important performance and market data and input it into a usable

"A CRM that syncs to outside sites used in

"An established "user-friendly" database to track

"The listing service that can competently integrate

listing/marketing, prospecting, document sharing, and CRM into one easy-to-use service will win the

"Affordable one piece of technology that does it all" "Integrated, seamless & comprehensive CRE Tech" "Integration between the listing platforms and the

21%

13%

\$300k-

499,999

GROSS COMMISSION

12%

\$500k-

999,999

Decrease

\$1M-

2M

> \$2M: 1% -

accurate as the MLS"

"Open access to data."

and ownership"

format."

everyday business"

estate professionals"

buildings and tenants"

technology battle."

data platforms."

"Better CRM for commercial real

"Really good, straightforward CRM"

search it."

Catylist

WHAT MADE IT THE MOST VALUABLE

See more** - - - 3

91%

--- THEBROKERLIST

*Write in: CoStar

50%

LoopNet

**QuantumListing: 1% // RealNex Marketplace: 1% RealtyZapp: 1% // Spacelist : 1% // theBrokerList 1% Brevitas: 0% // OfficeSpace: 0% // RealConnex: 0%

AFFORDABLE AND EFFICIENT

STRAIGHTFORWARD, EASY-TO-USE

INTEGRATION ACROSS TOOLS OR

ALL-IN-ONE PLATFORM

Multifamily

US SOUTH 32%

24%

< \$100,000

0%

10%

Land

Special purpose

18%

\$100k-

149,999

REGION WITH THE MOST BUSINESS

CRM OR DATABASE

DATA SOURCING

ARTIFICIAL INTELLIGENCE 37% CRE WILL EMBRACE TECH TECH THAT WILL AFFECT CRE THE MOST IN 5 YEARS TOOL CURRENTLY MISSING THAT WOULD HELP WITH YOUR WORK "A comprehensive, reasonably priced MLS/NATIONAL commercial MLS like residential agents have" LISTING SITE

TECH PREDICTIONS

WHAT DID YOU WORK ON IN 2018?

NUMBER OF DEALS COMPARED TO 2017 21% 22% 57% Increase Stay the same **Decrease**

> 50%

15%

\$200k-

299,999

DEALS 3% 2% 1% 2% MOST SOLD/LEASED PROPERTY TYPE OFFICE 28% Office Medical 10% Retail Hospitality Single tenant net lease Industrial

12%

\$150k-

199,999

30-50%²⁵ 10 - 30 % PERCENTAGE OF DEALS PERCENTAGE OF DEALS YOU REPRESENTED BOTH SIDES CO-BROKERED PERCENTAGE OF TRANSACTION VALUE

20%

22% 0% Not shown: None: 5% // Not sure: 16% --

INDUSTRY PREDICTIONS

ALLOCATED TO MARKETING LISTING

30%

MOST ACTIVE BRANCHES IN 2019

BROKERAGE COMMISSION REVENUE WILL Increase Stay the same

the Broker List & 1 buildout

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For a full list of results, view the appendix at dna-of-cre.buildout.com/2018/broker-appendix

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