

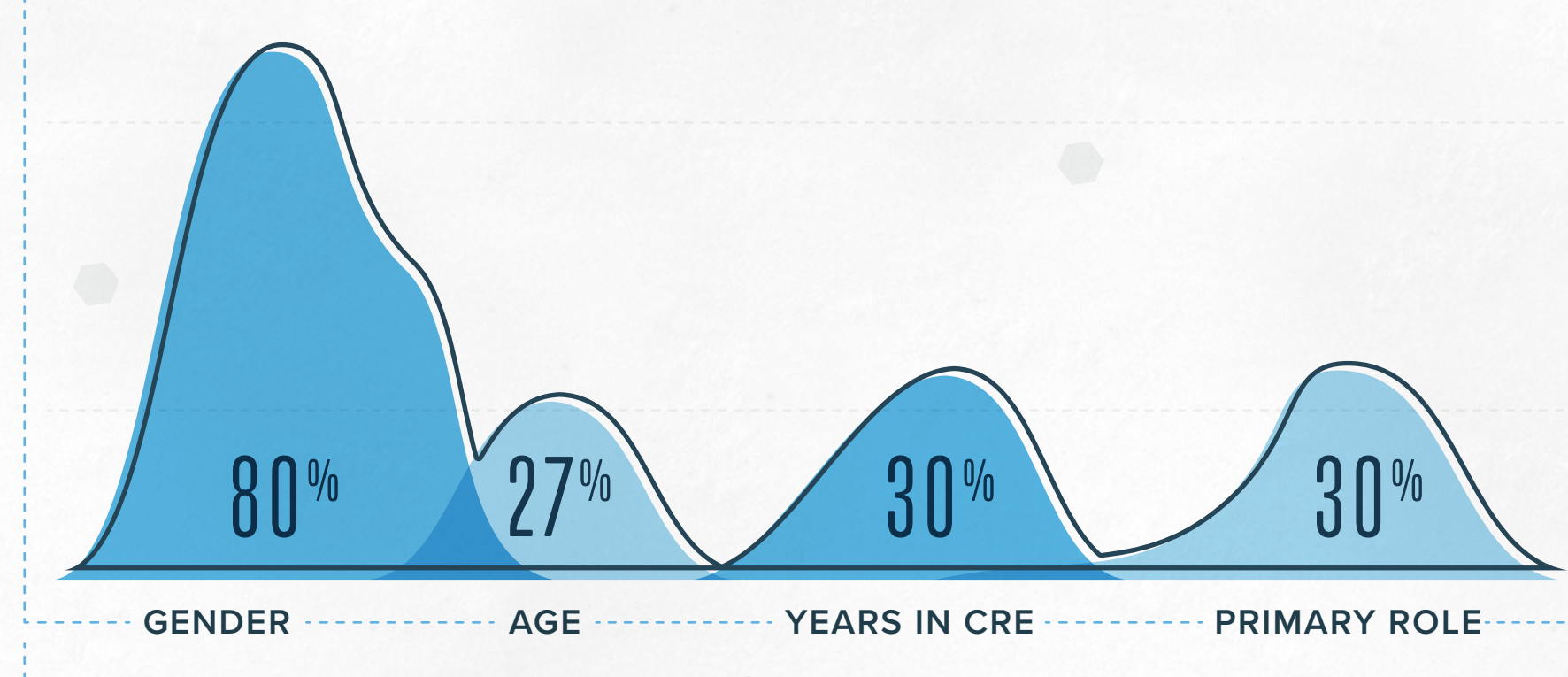
## DNA of #CRE

## 2016 SURVEY RESULTS

AN ANNUAL SNAPSHOT INTO THE GENETIC MAKE UP OF THE CRE INDUSTRY

## ABOUT YOU

## WHAT ARE THE CHARACTERISTICS THAT SET YOU APART?



GENDER

MALE

AGE

50-59

YEARS IN CRE

11-20

PRIMARY ROLE

GENERALIST

55%  
BROKER

COMPANY ROLE

46%  
CCIM

AFFILIATIONS

55%  
INDEPENDENT

COMPANY TYPE

2-5 BROKERS

COMPANY SIZE



## GENDER

Male: 80% // Female: 20%

## AGE

21-29: 6% // 30-39: 20% // 40-49: 22% // 50-59: 27% // 60-69: 20% // 70+: 6%

## YEARS IN CRE

&lt; 5: 19% // 6-10: 12% // 11-20: 30% // 21-30: 21% // 31-40: 15% // 41+: 3%

## PRIMARY ROLE

**Generalist: 30%** // Seller rep [investment sales]: 23% // Tenant rep: 16% // Landlord rep: 14% // Buyer rep [investment sales]: 8% // Consulting: 4% // Property manager: 3% // Resimercial: 2%

## COMPANY ROLE

**Broker: 55%** // Owner: 19% // Executive: 9% // Management: 8% // Leasing agent: 7% // Marketing support: 3%

## COMPANY TYPE

**Independent: 55%** // National: 45%

## AFFILIATIONS

**CCIM: 46%** // **NAR: 45%** // ICSC: 27% // SIOR: 14% // CREW: 9% // BOMA: 8% // IREM: 8% // CPM: 5%

## COMPANY SIZE [BROKERS]

Just you: 12% // **2-5: 24%** // 5-10: 18% // 10-20: 13% // 20-50: 9% // 50-100: 2% // **100+: 22%**

## YOUR FOCUS

## ROLE YOU SPENT THE MOST TIME IN

**Seller rep [investment sales]: 34%** // Landlord rep [leasing]: 22% // Tenant rep [leasing]: 21% // Buyer rep [investment sales]: 12% // Consulting: 6% // Property management: 4%

## PROPERTY TYPE YOU SOLD/LEASED THE MOST OF

**Office: 28%** // Retail: 22% // Industrial: 17% // Multifamily: 14% // Land: 6% // Medical: 3% // Single tenant net lease: 3% // Special purpose: 3% // Hospitality: 2% // Student housing: 1%

## MOST OF YOUR BUSINESS CAME FROM

**US South: 32%** // US West: 29% // US Midwest: 21% // US Northeast: 10% // US National: 5% // Canada: 3% // International [other than Canada]: 1%

## PERCENTAGE OF DEALS YOU CO-BROKEROED

< 10%: 17% // 10-30%: 14% // **30-50%: 25%** // 50-70%: 19% // 70-90%: 12% // 90%+: 13%

## YOUR GROSS COMMISSION INCOME

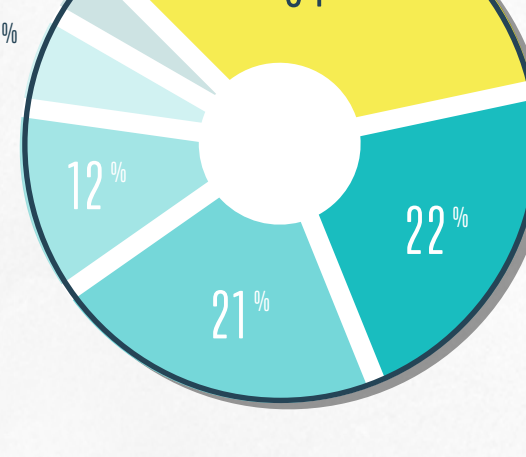
< \$100,000: **24%** // \$100,001-\$150,000: 16% // \$150,001-\$200,000: 15% // \$200,001-\$300,000: 15% // \$301,000-\$500,000: 13% // \$500,000-\$1M: 10% // \$1-\$2M: 5% // \$2M+: 1%

## WHAT DID YOU WORK ON IN 2016?

## THE ROLE YOU SPENT THE MOST TIME IN

**SELLER REP: INVESTMENT SALES**

- SELLER REP: INVESTMENT SALES
- LANDLORD REP: LEASING
- TENANT REP: LEASING
- BUYER REP: INVESTMENT SALES
- CONSULTING
- PROPERTY MANAGEMENT

**OFFICE**

28%

THE PROPERTY TYPE YOU SOLD/LEASED THE MOST OF

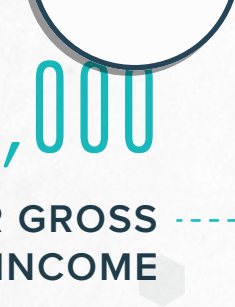
**30-50% CO-BROKEROED**

PERCENTAGE OF DEALS YOU CO-BROKEROED

32%

**US SOUTH**

MOST OF YOUR BUSINESS CAME FROM

**<\$100,000**

YOUR GROSS COMMISSION INCOME

## YOUR FACTORS

## WHAT DID YOU CARE MOST ABOUT IN YOUR BUSINESS?



33%

**MAXIMIZING EXPOSURE**

YOUR BIGGEST CHALLENGE IN MARKETING LISTINGS



71%

**RELATIONSHIPS**

YOUR BIGGEST STIMULUS FOR WINNING BUSINESS

## YOUR BIGGEST CHALLENGE IN MARKETING LISTINGS

**Maximizing exposure [Is it going out to enough people]: 33%** // Gathering accurate property data and research: 14% // Quality of proposals/listing presentations: 13% // Writing creative content: 10% // Preparing accurate analytics/Pro forms: 9% // Redundant data entry for new listings: 7% // Redundant data entry for updating listings: 7% // Speed to market: 6% // Lack of quality photography and/or video: 1%

## YOUR BIGGEST STIMULUS FOR WINNING BUSINESS

**Relationships: 71%** // Personal reputation: 20% // Data: 4% // Professional materials/Presentations: 3% // Company brand: 1%

## YOUR TOOLS

## WHERE YOU FOUND THE MOST INFORMATION

**CoStar: 35%** // Self-sourced: 29% // LoopNet: 17% // Xceligent: 11% // Internal company database: 6% // CommercialSearch: 3%

## THE TECHNOLOGY TOOLS YOU REGULARLY USED

**Find/List spaces: 72%** // Email marketing: 68% // Relationship tools: 44% // Marketing software: 40% // Other: 34% // Source data: 32% // Connect tools: 21% // Video/photo: 18% // Lead generation: 16% // Lease management software: 7%

## OTHER TECHNOLOGY THAT IMPACTED YOU

Dropbox // GIS/mapping tools // Sites to do business (STDB)

## MARKETING + SOCIAL MEDIA TOOLS YOU USED

**LinkedIn: 85%** // Facebook: 60% // Twitter: 48% // Blog: 26% // YouTube: 21% // Google+: 19% // Instagram: 15% // Pinterest: 5% // Snapchat: 4% // SlideShare: 3% // Periscope: 3% // Facebook Live: 3%

## WHAT TOOLS HELPED YOU MOST?

35%

**COSTAR**

WHERE YOU FOUND THE MOST INFORMATION

85%

**LINKEDIN**

MARKETING + SOCIAL MEDIA TOOLS USED

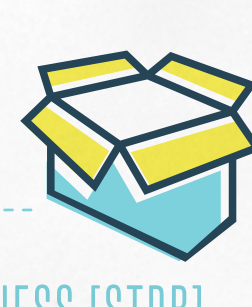
## THE TECHNOLOGY YOU REGULARLY USED

72%

**FIND/LIST SPACES**

OTHER TECHNOLOGY

DROPBOX, GIS/MAPPING TOOLS &amp; SITES TO DO BUSINESS [STDB]



## YOUR WORKDAY

## HOW YOU SPENT YOUR TIME IN 2016

## YOU HAVE ADMIN AND/OR MARKETING SUPPORT

**YES**

67%

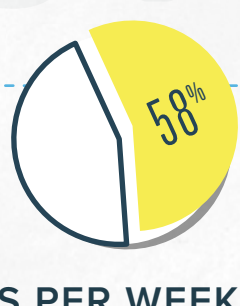


## WHO PAYS FOR YOUR MARKETING SUPPORT

**YOUR FIRM**

69%

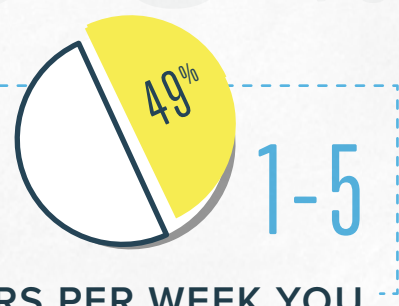
1-5



HOURS PER WEEK YOU SPENT ON MARKETING TASKS



1-5



HOURS PER WEEK YOU SPENT ON ADMIN TASKS

## YOU HAVE ADMINISTRATIVE AND/OR MARKETING SUPPORT

**Yes: 67%** // No: 33%

## WHO PAYS FOR MARKETING SUPPORT

**Your firm: 63%** // You: 37%

## HOURS PER WEEK YOU SPENT ON ADMIN TASKS

**1-5: 49%** // 6-10: 24% // 11-15: 12% // 16-20: 4% // 20+: 4%

## HOURS PER WEEK YOU SPENT ON MARKETING TASKS

**1-5: 58%** // 6-10: 24% // 11-15: 9% // 16-20: 6% // 20+: 3%