



A **Marketing Edge** Article by:
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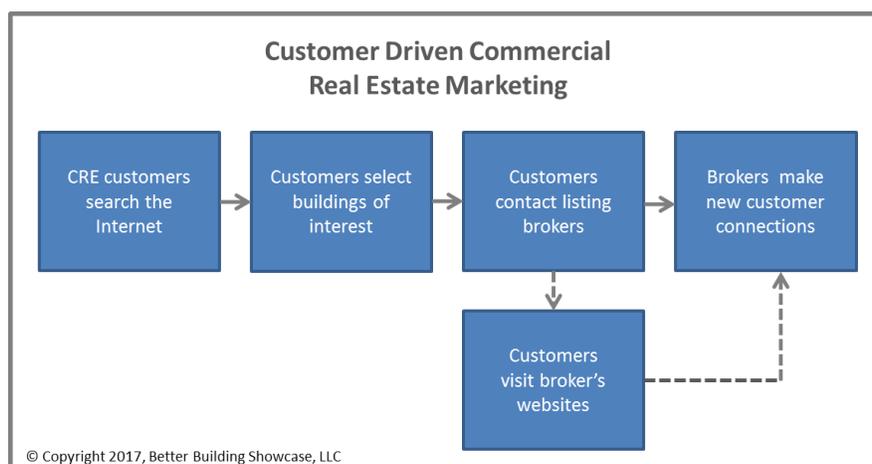
Customers Are Driving Commercial Real Estate Marketing **Are You Ready?**

For several hundred years, brokers have been driving the commercial real estate marketing process . . . pushing their listings to buyers and tenants through advertising, signage, literature, broker-to-broker relationships and social contacts.

Today, buyers and tenants have flipped the commercial real estate marketing process on its head. They are using the Internet to pulling the information they want, and the brokers that they want to do business with, from the Internet. The Internet provides buyers and tenants with the convenience and speed that they desire when determining which properties they want to view. This presents a tremendous opportunity for innovative brokers who are adopting new Internet marketing strategies.

Customer Driven Marketing

The Customer Driven Commercial Real Estate marketing process looks like this:



The remainder of this article looks at four of the most promising strategies for marketing commercial real estate on the Internet.

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4 Internet Marketing Strategies

Four of the most promising strategies include 1) Websites, 2) Online Directories, 3) Telling Better Building Stories, and 4) Internet Marketing Software.

1. Websites

A professional website is one good way to give a CRE property top level Internet visibility. However, a professional website is expensive to build and to maintain. Given the fact that most commercial buildings are relatively small, and justify (only) small marketing budgets for brokers, providing each building with a professional website is not an option.

Another approach to providing website visibility for individual properties is to provide them with a listing or page on brokerage organization's websites. While this is a less expensive way to go (versus stand-alone property websites) it does not work very well. The problem is that buyers and tenants search for *buildings* . . . not for brokers. As a result, search engines seldom return property listings that are contained within brokerage websites in high page positions.

While a brokerage website is critical to verify credibility, it is not a good way to show an individual property in top search engine positions. A listing in a online directory is generally a better alternative.

2. Online Directories

There are two categories of online commercial real estate directories . . . big ones and small ones.

Big Directories

The better known online directories are massive (LoopNet™ being the largest with more than 800,000 properties listed).

The primary advantages of listing properties in a big directory is lower cost versus creating individual property websites and greater visibility versus listing properties within a brokerage website.

The disadvantage of a big directory is the size of the directory. While the directory itself may be highly visible online, individual properties-within it are not. In a big directory, any given property is surrounded by dozens or possibly hundreds of buildings competing for the buyer or tenant's eyeballs. The chance of any given broker getting a phone call is one in several dozen (or possibly one in several hundred).

An additional disadvantage of big directories is the difficulty that buyers or tenants have navigating through them due to the sheer volume of properties and the complexity of many listings. For buyers and tenants, searching big online directories can be extremely frustrating.

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Small Directories

Like big directories, small directories also attain high level Internet visibility. Small directories are generally easier for buyers and tenants to navigate. For brokers, small directories improve the odds of their properties being found. And, small directories are less expensive versus big directories . . . some are free.

Whether a broker promotes their properties in a big directory, or a small one, the very important next step is demonstrating why their building is better than its competition.

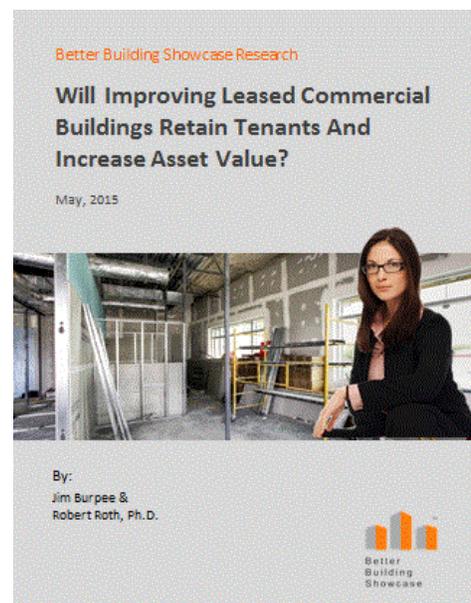
3. Better Building Stories

Telling buyers and tenants why a building is better than other buildings competing for their attention is important for two reasons. First, buyers and tenants are searching for the best building they can find. And, second, most property owners are investing in their buildings to make them better. Those owners expect brokers to tell their better building stories.

The study “*Will Improving Leased Commercial Buildings Retain Tenants And Increase Asset Value?*” examines the relationship between owner improvements, tenant retention and asset value.

Key study findings include:

- **Substantial improvement activity has been taking place during the past two years.** 79% of respondents indicated that improvements in buildings that they are involved in have been made.
- **Improvements have had substantial impact on asset value.** 59% of respondents reported that improvements increased asset value. 37% reported that improvements had *substantial* or *very substantial* impact and an additional 22% said that improvements had a *moderate* impact.
- **Improvement projects will continue.** 55% of respondents indicated that their organization will *likely* or *definitely* be making extensive improvements during the next 24 months.
- **The majority of improvements will be made as smaller, continuing projects.** 59% of respondents indicated that their improvements will be made as smaller, continuing projects, over time.



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[Download](#) the Better Building Showcase study “Will Improving Leased Commercial Buildings Retain Tenants And Increase Asset Value?”

4. Internet Marketing Software

In this last section of the article we want to share information about *Better Building Showcase™*, a new software service that the authors of this article designed specifically to make marketing commercial real estate on the Internet simple, easy and inexpensive for brokers.

Better Building Showcase combines all of the best features of online directories, websites and better building stories.

Using Better Building Showcase brokers can create an attractive marketing Showcase rather than just a listing.

Simple

Using Better Building Showcase is very simple. There is nothing to download. This online service is self-guiding and makes it very simple to create a showcase for every one of your properties.

Just describe the most appealing property features and upload photos that show buyers and tenants why your building is *BETTER*.

Easy

Creating an attractive online marketing showcase takes as little as 15 minutes.

Everywhere and Anywhere

And one more feature . . . Better Building Showcase creates a link for every property that can be inserted on website pages, in social media, emails, press releases, proposals, digital flyers . . . everywhere and anywhere across the Internet.

The screenshot shows a web page for a property listing. At the top left is the 'Better Building Showcase' logo. The main heading is 'North Village Office Center - 10210 N. 32nd Street Phoenix AZ 85028'. Below this is a large photo of the building's exterior. To the right of the main photo are six smaller thumbnail images: 'Convenient highway access', 'Easy ingress and egress', 'Office space transportation', 'Onsite management office', 'Glass office fronts', and 'Covered parking available'. Below the main photo is the 'Property Description' section, which details leasing options and features like access to Highway 51 and on-site parking. To the right of the description is the 'Property Features' section, listing benefits such as 'Easy Highway 51 access' and 'Flexible office & retail space'. Below the description is the 'Size and Price' section, providing the address, size (262-1,398 sq. ft.), and starting rate (\$240 per month). At the bottom left is the 'Arizona Elite Commercial' logo and contact information for Dan Smith, Listing Broker. At the bottom right is a map showing the property location at 10210 N 32nd St. Social media icons for Facebook, Twitter, and LinkedIn are at the bottom center. The footer includes the copyright notice '© Better Building Showcase, LLC - 2016'.

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Inexpensive

During the introduction brokers can create as many Better Building Showcases as they wish . . . for **FREE**.

Are You Ready?

If you are ready to start marketing your properties at the top of the Internet, **GET STARTED**.



About The Authors

The authors of Marketing Edge Articles are Bob Roth and Jim Burpee, co-founders of Better Building Showcase. The series of articles is available at BetterBuildingShowcase.com. And, just one more thing, please share your news and views about marketing commercial real estate in our LinkedIn group "*Increasing Commercial Real Estate Value*" at <https://www.linkedin.com/groups/8344027/>.

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