



A **Marketing Edge** Article by:
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3 Ways to Market Commercial Real Estate Online

There are three basic ways that a broker can market commercial real estate online . . . **websites, directories** or a **Better Building Showcase**.

Websites

Websites are one option for marketing commercial real estate online. They provide brokers and listing agents with an opportunity to present their properties any way they like.

There are two categories of websites that a broker may want to consider . . . **custom websites** or **do-it-yourself website builders**.

Custom Websites

A custom website has potential to present a property in top search engine positions while delivering a compelling marketing presentation. The cost, however (typically starting at \$4,000 - \$5,000) makes it difficult to fund this solution within most property marketing budgets (because most properties are small . . . and small properties have small marketing budgets and often no marketing budget at all).

Do It Yourself Website Builders

A wide variety of do it yourself website building software is available. The primary benefit of these products is low initial cost (often just a few hundred dollars).

For brokers who have graphics, copy writing and search engine optimization capabilities, using a do-it-yourself website builder can be a good way to go. However, for brokers who need to outsource these capabilities (e.g. most brokers) website building can become a complicated, frustrating and expensive process.



Directories

Compared to individual property websites, listing properties in an online directory is more economical. In fact, some online directory listings are free. And, despite a low or free price, directory listings often achieve high search engine positions.

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

Big Directories

The advantages of listing properties in a big directory include 1) lower cost versus creating individual property websites, and 2) greater visibility versus listing properties as pages of brokerage website.

The disadvantage of a big directory is its size. While the directory itself may be highly visible online, individual properties-within it are not. In fact, in a big directory every individual property is surrounded by dozens or possibly hundreds of properties that all compete 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.

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 generally less expensive than big directories . . . some are free.

Better Building Showcase

In this last section of this 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.

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.

Free!

One of the best features of Better Building Showcase is the fact that, during the introduction, brokers can create an unlimited number of property showcases . . . for FREE! And, property showcases created during the introduction will always be FREE!

For more, visit [Better Building Showcase](#) or just [get started](#) building your first showcase.

