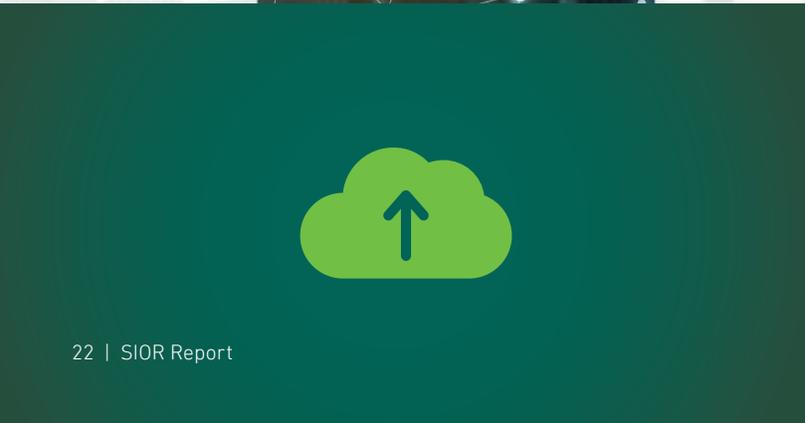
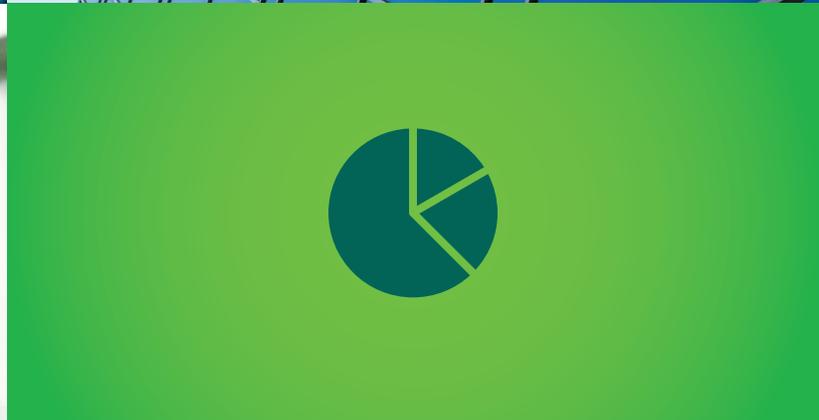




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TEN CRE TECH COMPANIES THAT CAN HELP YOUR BUSINESS IN 2018

By: Michael Beckerman, CEO, CREtech

At CREtech we literally track over 1000 commercial real estate startups. And the list keeps growing and growing. As the sector continues to grow and evolve, startups are gaining real traction in penetrating all facets of the commercial real estate industry; from drones, to robotics and analytics, to building sensors. But perhaps the segment of the industry where we are seeing the most activity are the sites that cater to the commercial real estate brokerage professional.

The most successful real estate tech sites today are the ones that are focused on helping brokers transact more, increase deal flow, communicate seamlessly, and also gain greater insights into their own portfolio of business. It's no wonder therefore, that the largest brokerage firms are actually some of the most active investors in startups and also in building and integrating their own technology solutions.

At our CREtech event in New York in late 2017, it was quite a sight to see Chief Technology Officers and leading Operations Executives from Cushman & Wakefield, CBRE, Newmark Knight Frank, Colliers and JLL all on one stage talking about their technology strategies! And in my opinion, I believe that this trend will dramatically escalate in the future as brokerages begin to use technology as a way to differentiate their companies. You will start to see language like "Tech-enabled brokerage" more and more as firms reinvent themselves to speak to a "tech-enabled business world."

For individual brokers, now is a terrific time to explore how technology can enhance your business. It's also a wonderful strategy to help you position yourself as a "leading-edge" professional in a marketplace where there is tremendous competition for clients and transactions. Many of the most successful brokers are also, to no surprise, the ones that are embracing social media and content marketing as a way to build their brand.

In order to help you get started investing in some of the smartest tech tools out there, I have compiled a list of ten sites that can help your business as a commercial real estate brokerage professional:

- **Buildout** is one of the leading commercial real estate marketing software companies that has revolutionized the entire listing process for brokerages around the country. Buildout's marketing tool allows brokerages to produce smart, brand-consistent marketing instantly,



saving time by eliminating tedious tasks and focusing on what's most important to brokers: closing more deals and growing their business.

- **CommissionTrac**, a cloud commission accounting software for the modern commercial and residential brokerage, it was created to streamline and automate all commission and accounting processes. Their product is easily integrated with CRM, Quickbooks, Property Management platforms and more. You can track lease renewals, manage commission pipeline, track production, agent draw plans, agent expenses, manage split plans and agent distributions, general ledger accounting and more.
- **CompStak** creates transparency in commercial real estate markets by gathering information that is hard to find, difficult to compile, or otherwise unavailable. CompStak delivers this unmatched insight

into real estate transactions to a nationwide network of members and clients, including Tishman Speyer, Wells Fargo, Equity Office, and every major brokerage.

- **LiquidSpace** is the largest, real-time network for office space. Built to simplify the discovery and transaction of office space, their intelligent network infrastructure effectively brings each member of the complex commercial real estate supply chain together, seamlessly connecting growing teams and professionals looking for space, directly with venue partners, space providers, real estate professionals, and service providers. This end-to-end digital platform for flexible office procurement, LiquidSpace combines powerful, technology-driven solutions with real-time space availability across the industry's largest, most diverse marketplace of flexible workspace.

- **NavigatorCRE** enables the alignment of data and program functionality into a single secure operating system to empower their brokerage customers. Offering a core platform to strategize, manage and execute with greater effectiveness and efficiency. NavigatorCRE delivers immediate, live-data visualizations responding instantly to filtered queries. Identify strategies regarding market trends, opportunities, individual property or portfolio details with integrated performance analytics critical to core business purposes.

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- **RealNex** is a commercial real estate technology company focused on providing data management, analytic, and marketing tools to enhance productivity. The RealNex Suite features three integrated components that take CRE professionals through an entire deal cycle. The Suite combines an industry-standard CRM, financial analysis and proposal generator, and listing and marketing platform into a single, comprehensive solution. One log-in and one price, RealNex helps real estate professionals reach the right customers, condense the sales cycle and add certainty of sale.

- **Reonomy** is the industry's leading data tool for targeting new opportunities and connecting with owners. Reonomy's technology delivers key property, company, and people data that helps CRE professionals navigate the multi-trillion-dollar marketplace with simplicity and ease.

- **REthinkCRE** is the leading cloud-based CRM platform built on Salesforce. From

prospecting, deal, comp & listing management, and reporting & analytics, REthink allows brokers to manage your entire CRE business in one, easy-to-use tool. Brokers can access REthink on the go through any mobile device, your laptop or desktop computer.

- **SharpLaunch** is a powerful commercial real estate marketing software for building owners, asset managers and brokers. The platform provides a suite of easy-to-use tools to improve asset visibility, streamline marketing activities and save time for CRE teams. The cloud-based software provides customizable property websites, interactive maps, secure file sharing, online CA agreements, lead management system and analytics - serving the entire lifecycle of the building.

- **Ten-X** is the nation's leading online real estate marketplace, having sold 308,000+ residential and commercial properties totaling more than \$50 billion.

Leveraging Internet and mobile technology, Ten-X allows people to safely and easily complete real estate transactions entirely online. Ten-X empowers consumers, investors and real estate professionals with unprecedented levels of flexibility, control and simplicity – and the convenience of transacting properties whenever and wherever they want.

Of course, there are many more great sites out there but these are ones that I recommend, having worked with them closely, gotten to know their leadership and also gotten strong feedback from other brokers who are using their products. If you are really serious about using technology to not only position yourself in this new world where tech is dominating every aspect of our personal and professional lives, then there is no better time to start looking into how tech can enhance your business than right now! ▾

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