

5

WAYS BROKERS
USE COSTAR
TO IMPROVE
PERFORMANCE



CoStar™

1 Save significant time
compiling research

2 Respond to
clients faster

3 Negotiate the
best deals

4 Accelerate new
business development

5 Better advise
your clients



Introduction

As new technology and data continue to increase the speed at which business operates, brokers in commercial real estate face unprecedented pressure to deliver more value, and faster. Those with the technology and tools to instantly access comprehensive, accurate and real-time data, spend less time on ancillary tasks and more time with clients.

Brokers embracing CoStar cut their research time by up to 90%, and are able to respond to clients with in-depth, professional reports within minutes. Access to 100% of available inventory brokers need as well as advanced market analysis at local, regional, and national levels, ensures brokers always know more than their clients and enables them to provide those clients with the best advice. Moreover, not only does data such as ownership and tenant information speed up the business development process, but brokers leveraging CoStar intelligence to pitch prospects experience greater conversion rates.

Cut research time
by up to 90%

Doubled or tripled
business

Increased client
retention

Negotiated
better deals

"CoStar makes us the most knowledgeable person in the room by giving us the tools to create a picture of what will happen in the future - not just what's happening right now. CoStar data and insight enhance our ability to prepare investors for times ahead. We can spot future trends, pull reports to help support them, and share this wealth of information with our clients and prospects."

Richard Lizotte,
President and Broker, Lizotte and Associates Real Estate Inc.

200,000+

CRE professionals turn
to CoStar to find the
commercial properties
they are looking for in
North America

83%

of 2016 CRE transactions
in North America involved
a CoStar user

32K+

active listings in Canada

161K+

properties tracked in
Canada

2.7M+

data updates per year
in Canada

1

Save significant time compiling research



In an increasingly competitive and fast-moving landscape, brokers must respond to clients with highly accurate, comprehensive and timely data covering commercial properties on the market.

Calling landlord reps, driving the market, gathering public info, vetting availabilities, etc., takes time. Many brokers report research and related tasks comprise up to 40% of their work week, but at what cost? Time consumed by research limits the amount of time spent with clients and prospects. This puts a ceiling on deal volume, and, ultimately, impacts commission potential.

CoStar has 100% of inventory and active listings brokers need, so CoStar subscribers don't need to drive the market or call landlord reps to check inventory. They get all the information they need in a few clicks of a mouse.

"We've been able to cut our research time by 90%, allowing us to continue building relationships with buyers, sellers and tenants."

Lorenzo DiGianfelice,
Broker of Record and Owner,
Commercial Focus Realty

Without CoStar



With CoStar





2

Respond faster to clients

"CoStar is the Google of Commercial Real Estate. The tool allows brokers to access detailed data, fully tracked market insights, and contact information to connect with key decision makers ahead of the competition. CoStar allows us to respond faster to clients."

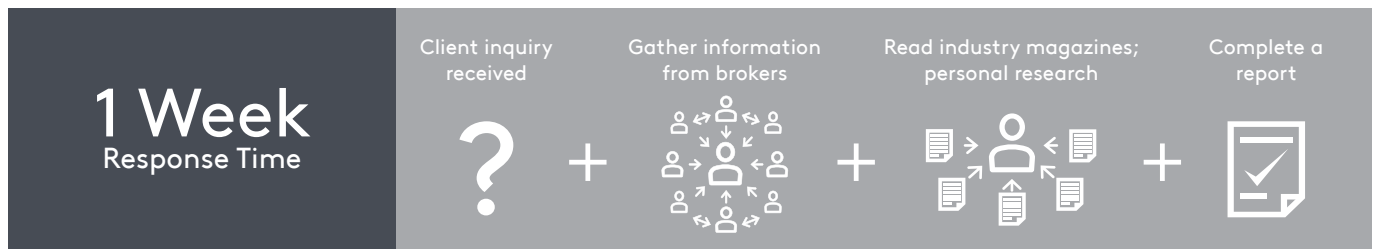
Steve Grande,
Broker, Re/Max Complete
Commercial

The key element in successful brokerage operations is speed. As potential clients make multiple inquiries to competitor brokers, no one can afford to keep them waiting.

When searching for the right fit, prospects often approach more than one broker with their initial questions. Brokers who demonstrate expertise and responsiveness by responding quickly, with accurate, comprehensive information have a better chance of winning new business.

Brokers using CoStar have access to real-time information, including a full inventory of active listings, as well as hundreds of report options for compiling it. This ensures they always know more than their clients and enables them to respond to inbound leads in minutes.

Without CoStar



With CoStar



3 Negotiate the Best Deals



Brokers ensure repeat business and referrals by getting their clients the best deal.

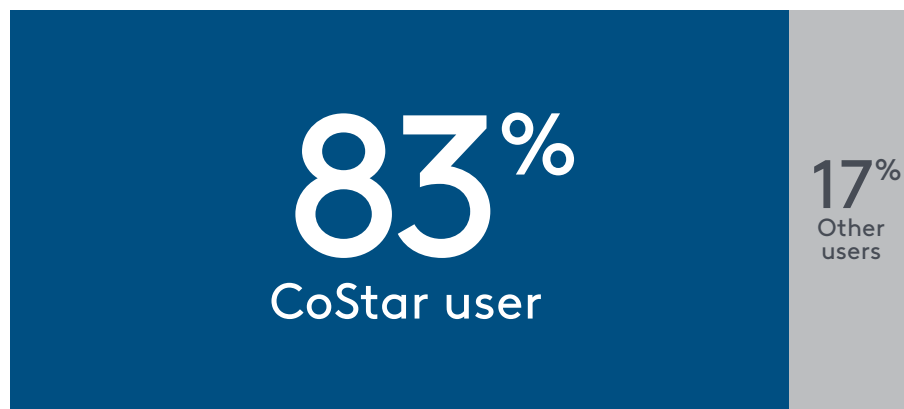
Moreover, informing clients about current market prices and conditions instills a high level of trust and confidence. With CoStar, brokers always have the most information available on both sides of the table so that they have all the tools necessary to negotiate favorable terms.

CoStar gives brokers access to millions of sale and lease comparable records with unprecedented granularity. On top of that, brokers also have access to tools which help them analyze cash flows, sales pricing and cap rates, so that they can negotiate the best deals on behalf of their clients.

"With a data source that tracks all properties for sale and lease, including pocket listings and sub-leases, we often discover revenue opportunities that other data providers miss. This intelligence helps us negotiate the best deals."

Richard Lizotte,
President & Broker, Lizotte & Associates Real Estate Inc.

2016 CRE transactions





4

Accelerate new business development

"Approximately 80% of our leads we generate now come from CoStar."

Lorenzo DiGianfelice,
Broker of Record and
Owner, Commercial
Focus Realty

It's well-documented that targeted marketing produces superior results and allows brokers to find opportunities before they hit the market.

Brokers making use of targeted marketing can pre-qualify prospects, saving time and money by ensuring they market exclusively to the appropriate audiences for their services. Moreover, personalizing messages to prospects leads to higher conversion rates.

CoStar helps brokers build targeted market campaigns. For leasing brokers, CoStar has profiled over 267,000 tenant records, including lease expiration dates and space occupied. For investment brokers, CoStar provides holding details, contact information and other details for thousands of true owners.

27K+

Buildings With
True Owners in Canada

267K+

Tenants Profiles
in Canada

Prospecting Without CoStar



5

Better advise clients



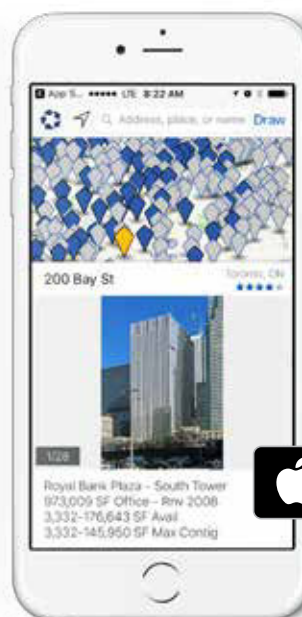
Now more than ever, brokers are called upon to provide information to clients on demand.

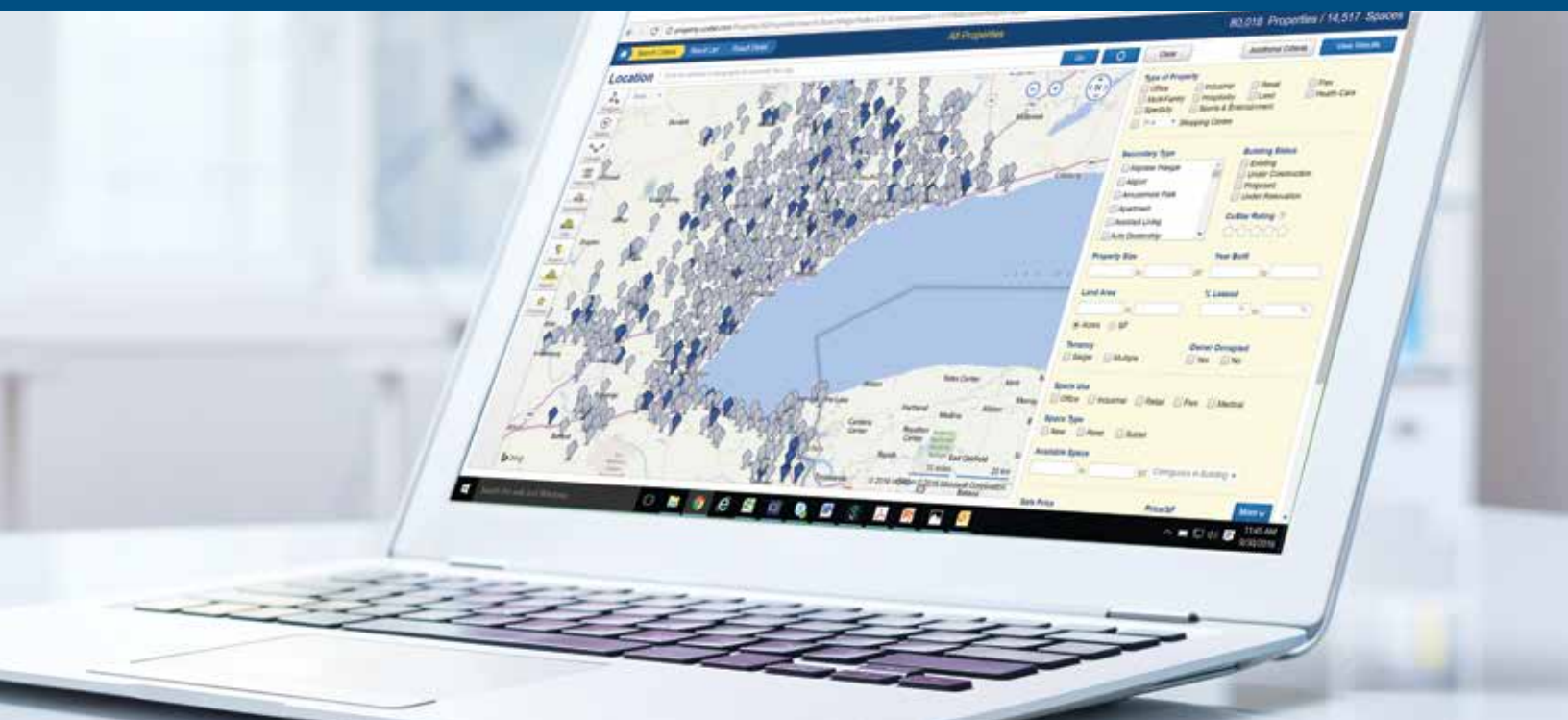
Clients want information and responses to their questions quickly.

CoStar gives brokers access to information when they need it with its mobile app. Brokers can see what's for lease and for sale right now around them as they walk down the street. They can view building details such as tenants, comps, vacancy, and more, with a swipe or tap. They can search for and contact real estate professionals in the CoStar network right from their phone. They can also save and view surveys without having to log in to their desktop computer. Whether their clients are after space, a valuation or a piece of market analysis, they can provide the answers their clients want.

"The mobile app is very easy to use and plays an important role in getting the data we need with a touch, without having to head back to the office. We've been able to execute real, profitable deals by using it. There's simply no more powerful competitive edge than on-the-spot information that leads to on-the-spot deals."

Baljinder Sra,
Broker, Re/Max Gold
Realty Inc.





If you're looking to gain a competitive advantage and close more deals then CoStar is the right choice for you.

Call us today at 888-226-7404 or visit [costar.com](https://www.costar.com)



CoStar™

*All data and figures based on 2017 CoStar internal data