

Survey Benchmark Report

# Property Websites for Commercial Real Estate



Survey results and report on Property Website practices and trends.



# Building Engines' Unified Property Management Software

## Easy. Powerful. Complete.

Building Engines supports innovative commercial real estate owners & managers with web & mobile property management software that creates the visibility & control needed for more profitable operations, happier tenants and an identifiable brand.

### Tenant Service



Work Order



Tenant Portal



Tenant Handbook



Resource Scheduling

### Maintenance



Preventive Maintenance



Inspections



Fire & Life Safety

### Risk & Life Safety



Certificates of Insurance



Incident Tracking



Visitor Access



Fire & Life Safety

### Communications



Broadcast Messaging



Property Websites



Mobility

[Request a Demo](#)[Video Overview](#)

## OVERVIEW: THE STATE OF PROPERTY WEBSITES IN CRE

Your current and prospective tenants operate in an online world. **Is your website strategy helping you attract, retain, service and communicate with them?**

This benchmark report will provide comparative analytics to help you answer and understand:

1

**How your building-level website strategy compares with industry top performers.**

2

**Best practices for integrating tenant handbooks, service request portals, leasing and more.**

3

**The must-have features and site attributes as ranked by your peers.**



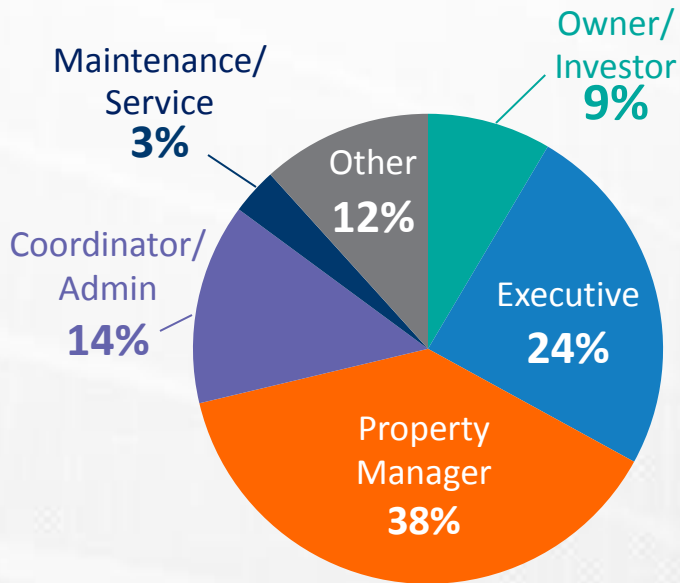
**Sarah Fisher**

Marketing & Communications Director  
Building Engines

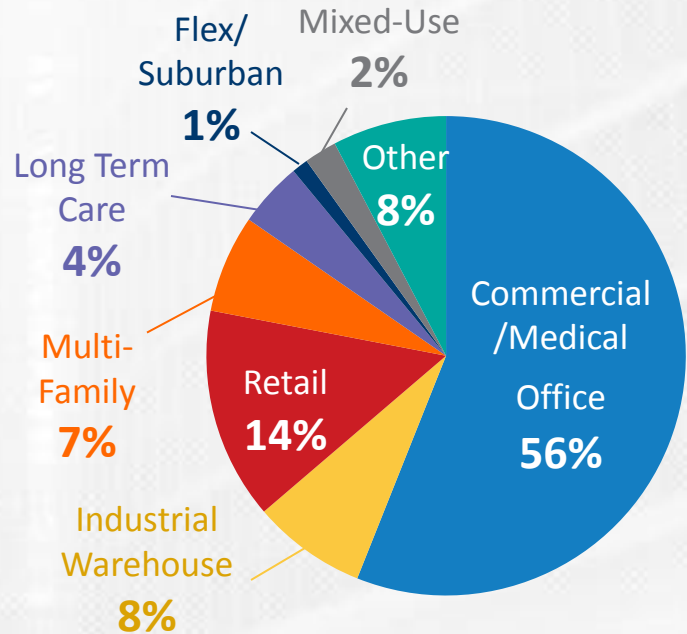
# Survey Demographics

*The Building Engines Property & Tenant Website Benchmark Report* compares property website strategies with best practices of top property owners and managers. The results are compiled from responses of hundreds of CRE professionals, who represent a full range of industries, company sizes and functional areas.

## Job Title



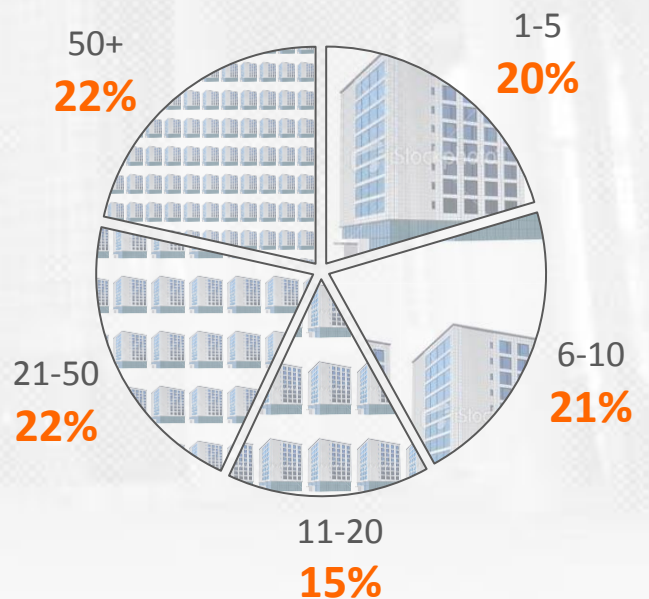
## Industry



## Total Square Footage



## Buildings in Portfolio





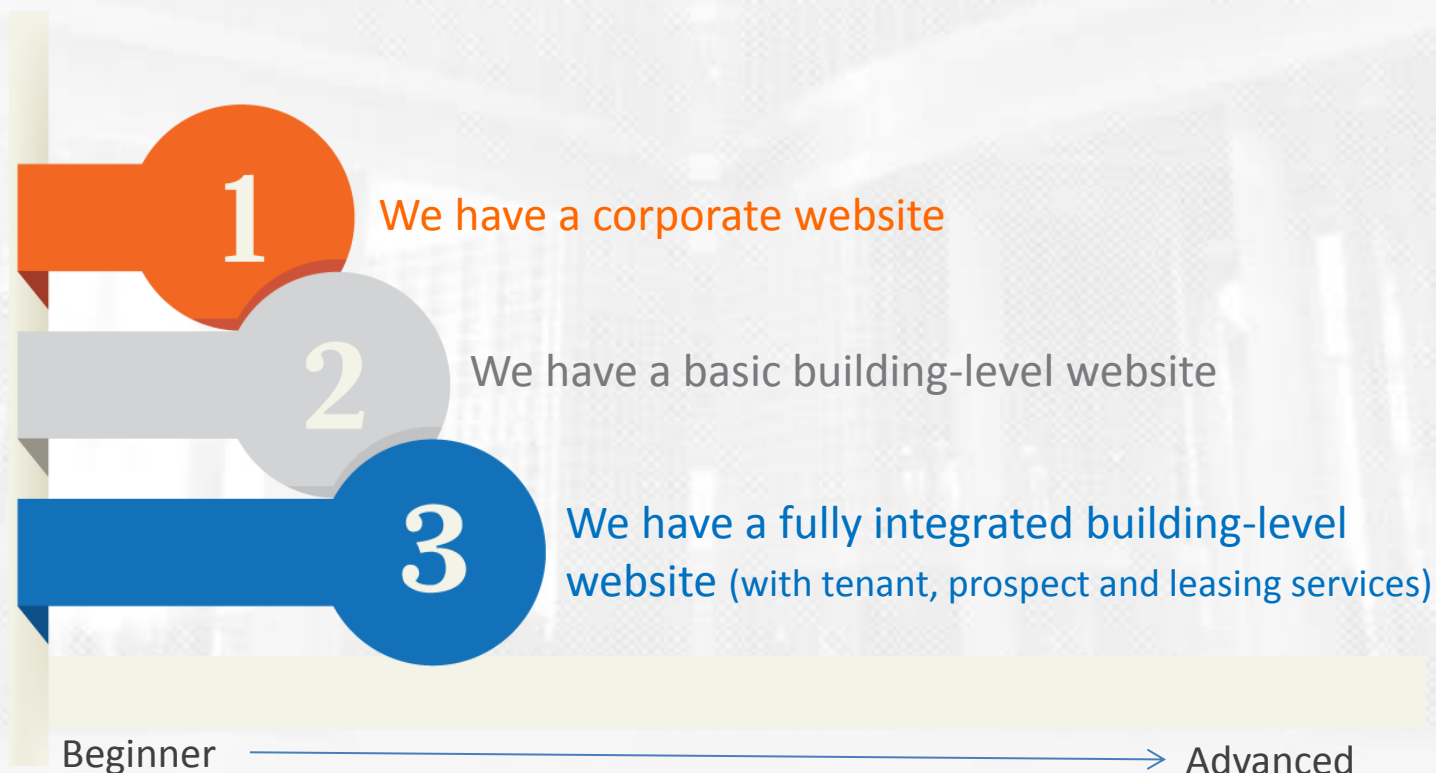
## Getting Started

### What Will Your Prospective Tenants Find Online About You?

**78%** of B2B consumers believe that it is very important to look up information about businesses online before deciding to interact with them. –Intelius

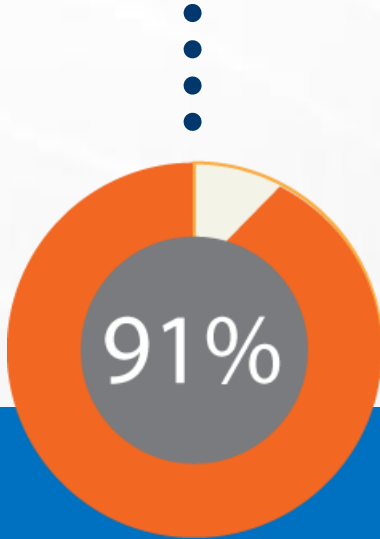
Having the *right* online presence is key to servicing tenants, attracting business, and promoting your brand.

### Establish Your Starting Point

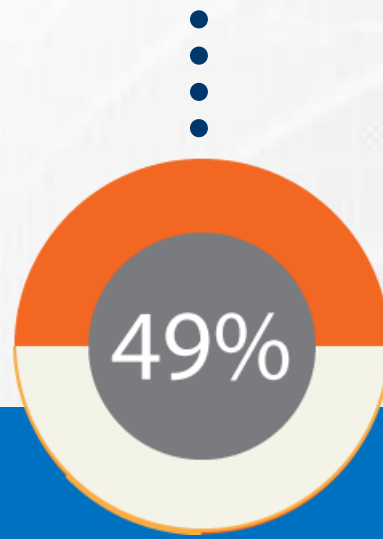


## Small Change, Big Impact

Percentage of respondents with a **corporate website**



Percentage of respondents with an **individual property website**



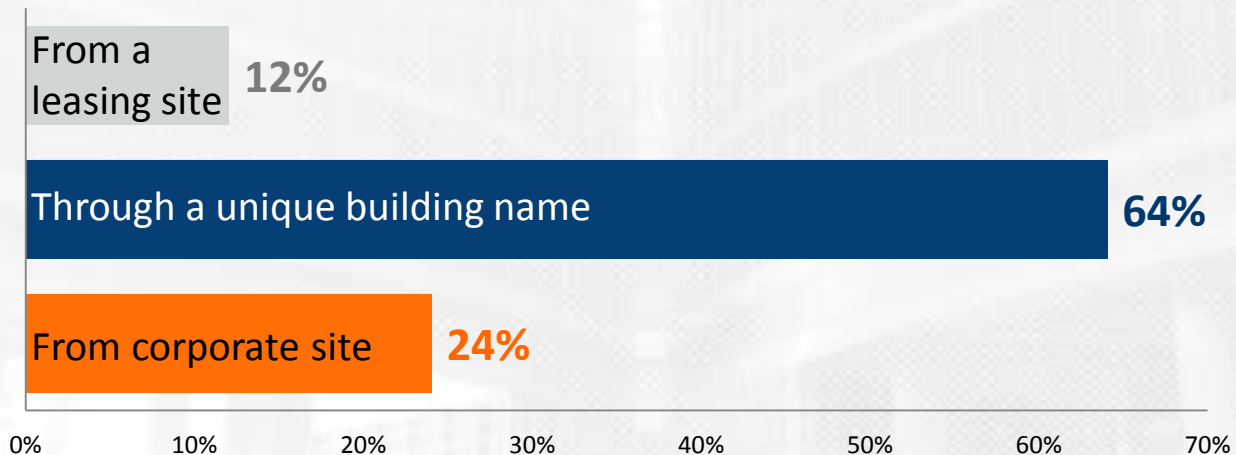
**!** In today's online world, having a corporate site is a given. By implementing a building-level website, you will **stand apart from 51% of your competition!**

**“Innovation distinguishes between a leader and a follower.” – *Steve Jobs***

## So, You've Got a Property Website...



### How is Your Building-Level Website Accessed?



## Get Local! Get Prospecting!

! If your website's url contains your unique building name (i.e. [www.1600mainst.com](http://www.1600mainst.com)), you will get more local website traffic. Local keywords, directions, and contact information all optimize your site for local search engine rankings.

## Online Tenant Handbooks

Engage tenants where they operate today- online and in real time. An online tenant informational handbook allows you to deliver important information, market key services, reduce paper waste and printing costs, and improve occupant safety.



**24%** of respondents have an online tenant handbook

### Is Your Tenant Handbook Content Publicly Accessible to Anyone Who Can Find the Link?

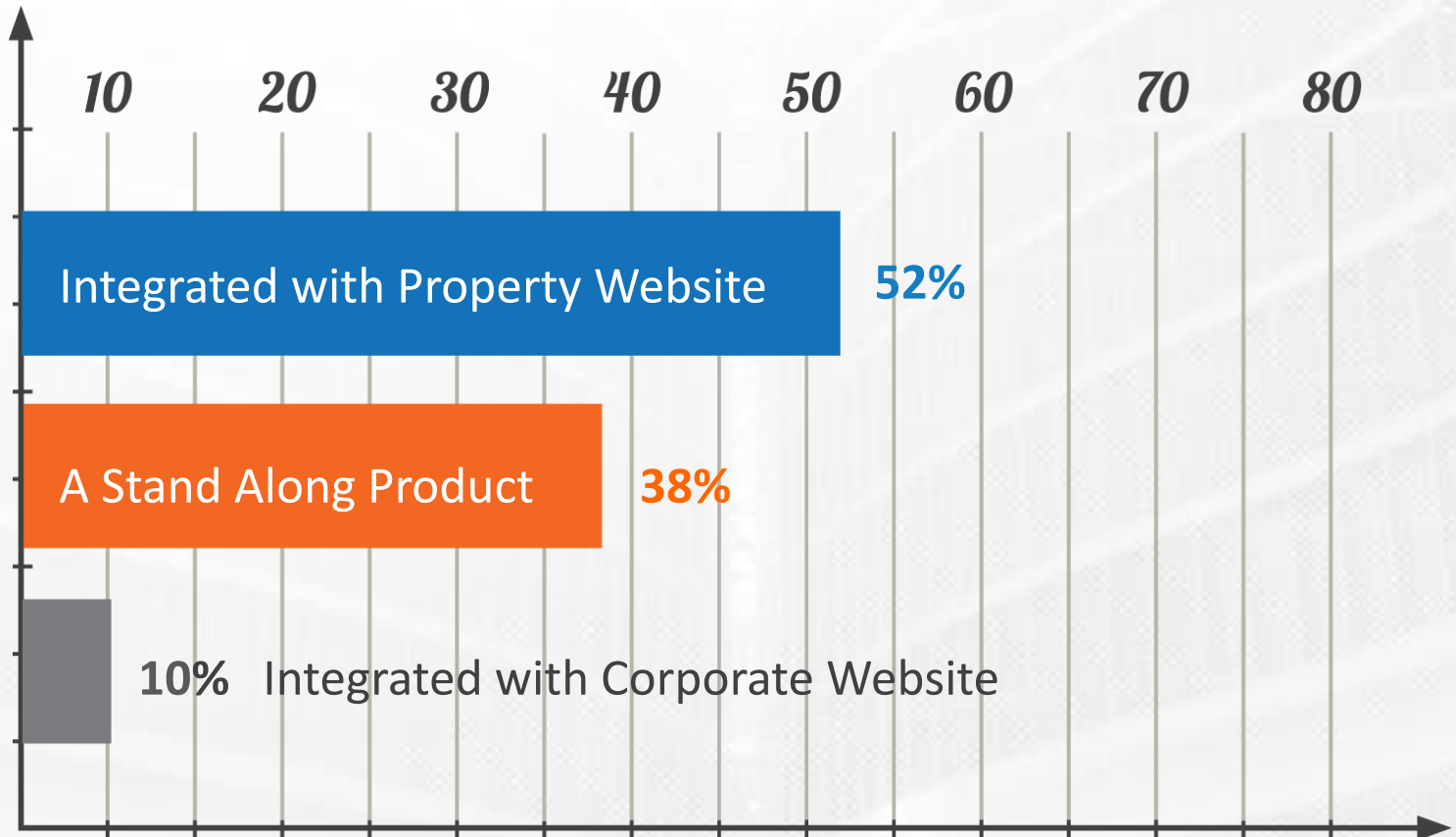


Your tenant handbook contains private and potentially sensitive property management, building and emergency information. Securing it behind a log-in ensures that only the people who need to see it, do.



## Online Tenant Handbooks

### How is Your Tenant Handbook Accessed/Displayed?



## Extend Your Brand

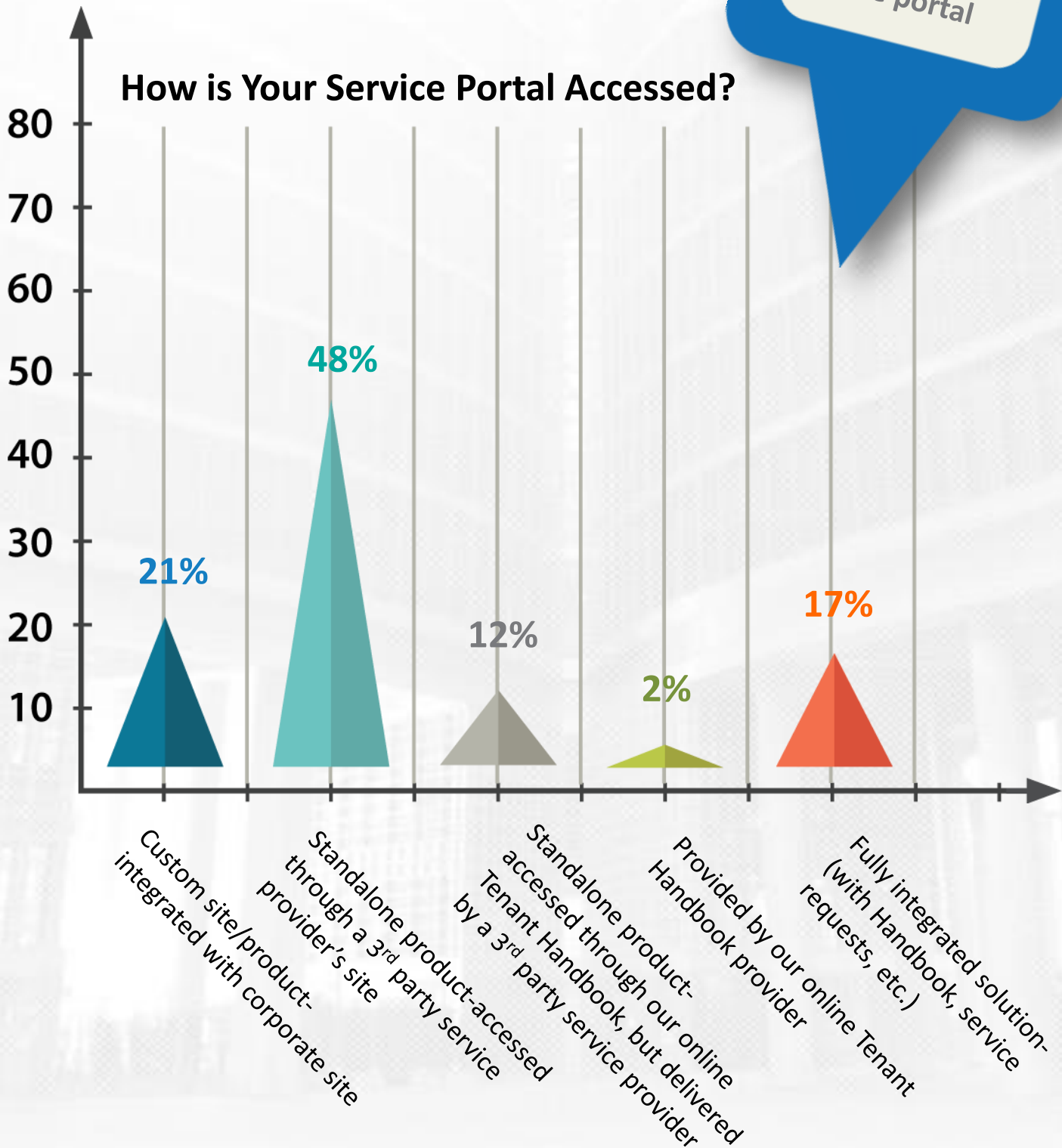
- ! If your tenant handbook is a stand alone product, it usually means your tenants have to *leave your site* to access it. By integrating it into your building website, you can ensure that your brand, not someone else's, is remembered for services provided.

# Tenant Service Portal

(work order requests, visitor access, etc.)

**53%** of  
respondents have  
an online tenant  
service portal

How is Your Service Portal Accessed?



## Keep it in the (website) Family

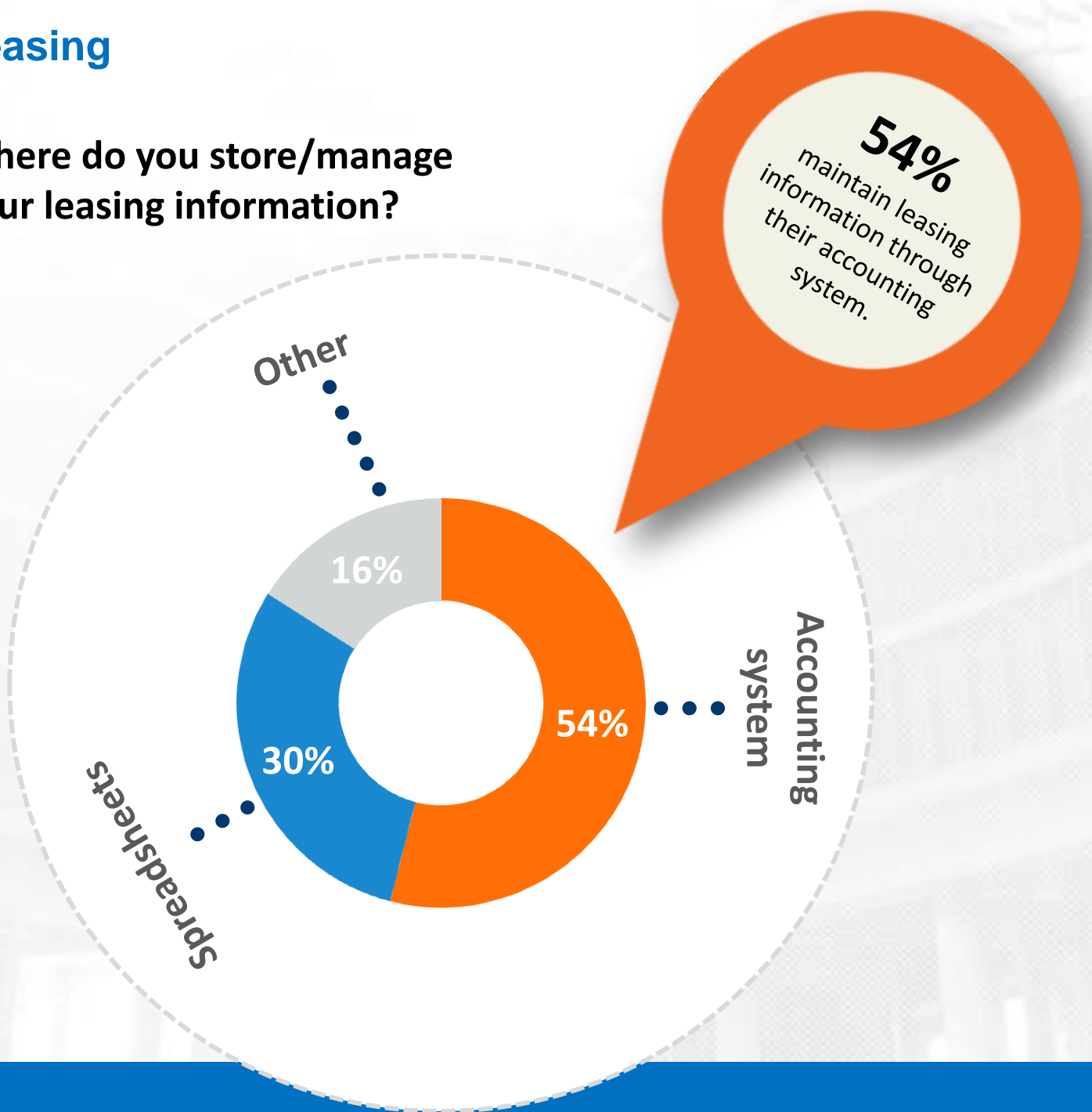
Your building website should be a one-stop-shop for prospects, tenants and staff. If you went to a local retail store, you wouldn't be led out the back into another building to try-on items, and then into yet another building to access customer service, and then finally into another to check out. This would lead to a confusing, jarring experience. *Would you even remember what store you were shopping at in the first place?*

**Your tenants want the same experience online-** they want to be able to access all important services from one place (all under the umbrella of your brand), without having to leave.



## Leasing

Where do you store/manage your leasing information?



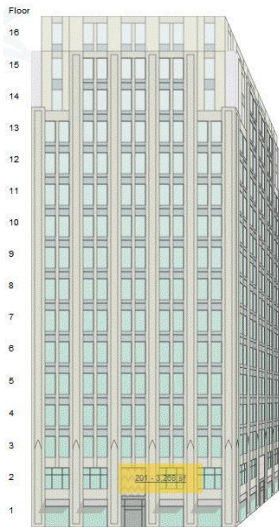
## Extending Leasing to Your Website



When building your property website, make sure that your provider offers a simple way to update and edit leasing content. This will significantly reduce the time spent managing available space and ensure that you always are promoting up to date listings.

## Leasing

### Where do you publish leasing information?



Nowhere- for brokers only 25%

3% A section of the tenant handbook

A section of a building site 29%

Corporate site 43%

**82%** say leasing information is a *very important* property website feature.



But only **29%** have it on an individual building site.

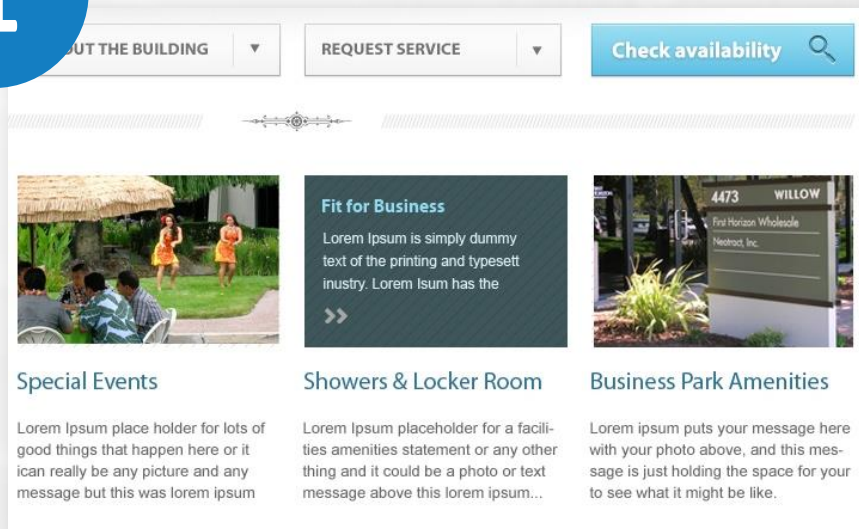


## And the Award Goes To...

# Top 3 Most Important Property Website Features (as voted by your peers):

1

## Building Amenities and Information



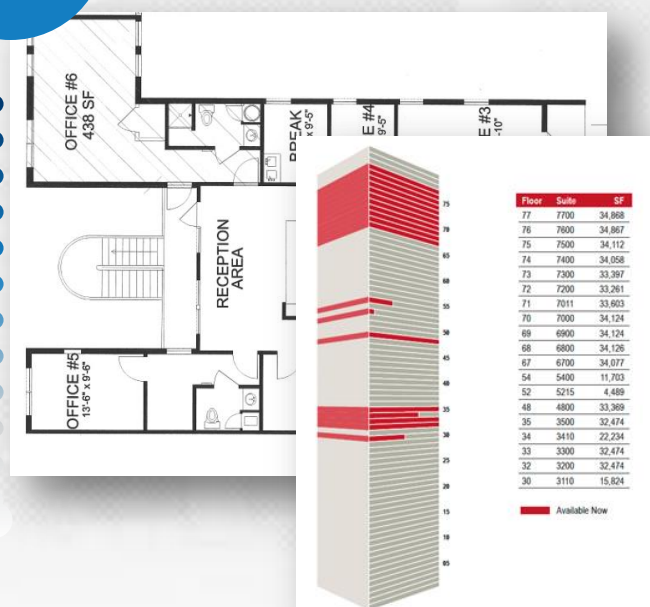
2

## Picture / Video Gallery



3

## Leasing Information



## And the Award Goes To...

### **Top 3** Most Important Property Website Attributes (as voted by your peers):

“When competing services are a click away, managing that experience and giving people something they really want to use goes a long way.”

– Andy Budd, Experience Director,  
Clearleft

1

Ease of use and user experience

2

Beautiful, representative design

3

Complete integration of core features

# Choosing the Right Features for Your Website

## Comparison of Most and Least Important Website Features

	Most Important	Neutral	Least Important
Building Amenities and Information	92%	7%	1%
Picture and Video Gallery	90%	6%	4%
Leasing Information	82%	15%	3%
Control Over Secure vs. Public Content	79%	20%	1%
Neighborhood Information	75%	32%	3%
Building Management Contacts and Photos	73%	19%	8%
Site Analytics	57%	32%	11%
Promotions and Announcements	49%	43%	8%
Building Events Calendar	43%	36%	21%
Social Media Connections	33%	52%	15%
Real-time Energy Consumption Data	28%	39%	33%

## Choosing the Right Attributes for Your Website

### Comparison of Most and Least Important Website Attributes

	Most Important	Neutral	Least Important
Ease of Use and a Great User Experience	94%	6%	0%
Beautiful Design that Represents our Building	91%	9%	0%
Complete Integration of all Core Features	77%	23%	0%
Flexible Branding	72%	25%	3%
Accessibility to all Information from Mobile	67%	26%	7%



# Anatomy of a Best-in-Class Property Website

**Neighborhood info**

MIRABELLE LAKES

HOME LEASING GALLERY LOCATION NEIGHBORHOOD CONTACT US

**Picture and video gallery**

**Integrated work order solution**

**Building and amenities info**

Located in the heart of the illustrious La Mirage Business Park  
Features: Walking Distance to the Amenities and the Pleasanton BART Station... [Read More](#)

AMENITIES ABOUT THE BUILDING REQUEST SERVICE [Check availability](#)

**Branding**

MIRABELLE LAKES

**Leasing information**

**Promotions & announcements**

**Management contacts**

**Local Management**

Lorem Ipsum is waiting to say many good things about your business in the space here, and if you click the photo it can take you anywhere.

**Special Events**

Lorem Ipsum place holder for lots of good things that happen here or there. I can really be any picture and any message but this was lorem ipsum

**Fit for Business**

Lorem Ipsum is simply dummy text of the printing and typesett industry. Lorem Ipsum has the

**Business Park Amenities**

Lorem ipsum puts your message here with your photo above, and this message is just holding the space for your to see what it could be like

Stay Informed: Upcoming Events, News, and Announcements

- 15. August Fountain Luau Barbecue • Meet and greet neighbors...
- 08. March Spring Cleanup 4567 • Window washing begins ...
- 12. February Rainmaker Seminar • Open house for entrepreneurs...

About the Management Staff

Lorem Ipsum to give a brief pitch about the management and lead to another page with more details or corporate information or whatever. Lorem ipsum and say on about why this is a great team and building.

Tenant Newsletter

News and Promotions

Email Address

Subscribe me!

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**BuildingEngines**  
Optimizing Property Performance



# The Anatomy of a Best-in-Class Property Website

## The most effective property websites:

1

Make **leasing information**, including space availability and broker information, easily accessible.

2

Provide an unified and fully branded **log-in for all tenant services**:

- Building information
- Forms, policies, and procedures
- Service requests, visitor access, etc.

3

Allow property managers to easily manage **public vs. private information**.

4

Communicate branding with a **professional, intuitive design**.

5

Are visual! They use a **picture/video gallery** to showcase the property.

...Just Get  
Your Stake in  
the Ground.

### Kaizen

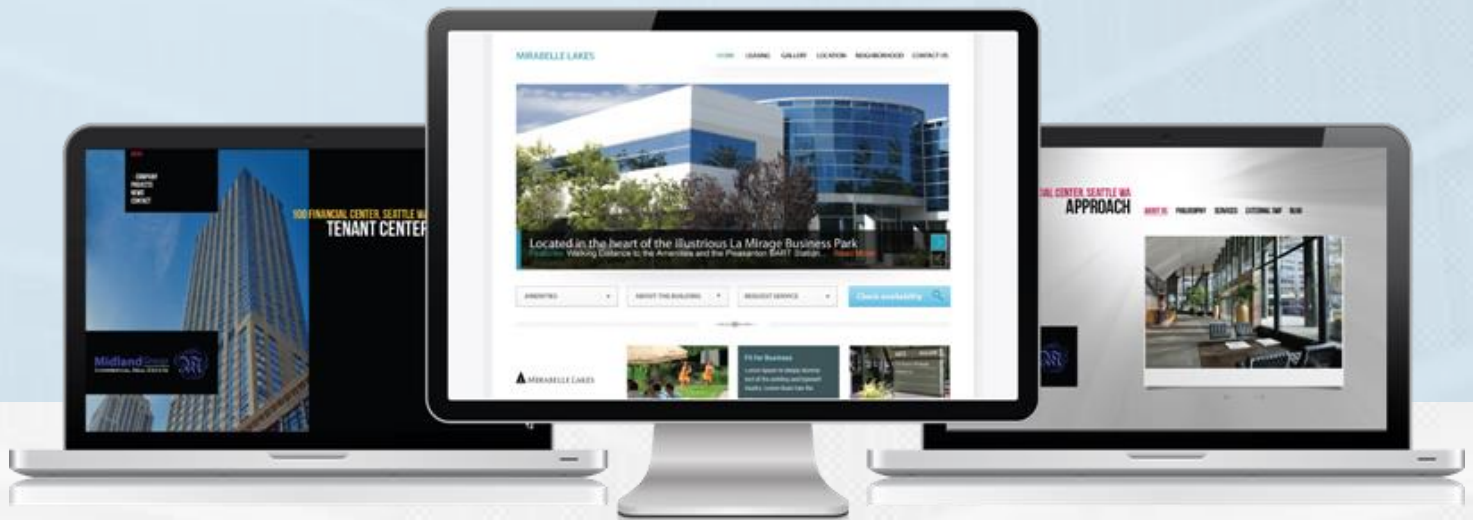
There is a Japanese philosophy called “Kaizen,” which focuses on **continuous improvement** using **small steps**. A website is a living, breathing thing that will continue to change as you monitor how it’s used, where your audience goes to find information, and how it can best represent your brand.

When you work on your website, think of Kaizen. The version you’ve just published is not the final version...and there doesn’t even have to be a final version.

# BuildingConnect.

A powerful (and easy-to-use) property website that communicates your brand, services your tenants, and differentiates your property.

And it's pretty darn good looking, too.



[Learn More](#)

- **Included free with the Building Engines Platform,** BuildingConnect provides CRE organizations with a simple way to self-manage and extend their online presence with a visually stunning interface that connects tenant handbooks, service requests, leasing information, photo and video galleries, building services, visitor access, resource scheduling and more.