



2018 CRE Trends:

Industry Influencers Chime In



> It's that time where CRE professionals look back upon this year and reflect on the trends that drove businesses. We've found that trends from the past year spill into the next year. To prepare for the approaching new year, we asked eleven CRE industry influencers to look back and share which trends were responsible for driving innovation in the CRE technology industry this year. The influencers also shared which forces they predict will drive 2019. Find out the top CRE trends of 2018 and stay tuned for their 2019 predictions.



BRIDGING THE GAP BETWEEN CRE TECH AND FINTECH

“2018 brought about the proliferation of companies that are bridging the gap between CRE Tech and FinTech across different parts of real estate. For example, companies like Bowery in the appraisal space and Contract Simply in the construction lending space.”



Jake Fingert,
Partner, Camber Creek
www.cambercreek.com | [LinkedIn](#)

EXPANDING INTEREST IN CRE TECHNOLOGY AND THE EFFECTS ON THE INDUSTRY

“It seems that we are getting to a point where even the everyday building operator or broker is interested in what is happening with the technology that is affecting the way they do their job. We saw huge growth in our readership (20% month-over-month for a while) and a lot of the new readers were practitioners. It is not just the PropTech nerds that are interested in PropTech anymore.”



Franco Faraudo,
Co-Founder, Propmodo
www.propmodo.com | [LinkedIn](#) | [@francofaraudo](#)

GROWING DEMANDS FOR INTEGRATIONS ACROSS THE CRE TECH STACK

“The number one theme I’ve seen as a product manager in 2018 is increasing demands from building owners for integration across the tech stack.”



Shaw Lupton,
Director of Global Analytics, CoStar
www.costar.com | [LinkedIn](#) | [@Shawlupton](#)

INCREASED FOCUS ON THE IMPORTANCE OF THE UI AND UX OF CRE TECH

“Increased focus on the UI (user interface) and UX (user experience) in real estate. For example, the growing importance of the user interface or user experience of real estate in all product types.”



Steve Weikal,
Head of Industry Relations,
MIT Center for Real Estate
www.mitcre.mit.edu | [LinkedIn](#)

AMPLIFIED ATTENTION ON THE EVER-EXPANDING CRE TECH SECTOR

“One of the most important trends happening now in CRE Tech is the caliber of people and companies coming into the sector. On a daily basis we are seeing first-hand inquiries and connections coming from the leading VC’s and investors around the world as well as some of the most accomplished tech entrepreneurs. They are either looking to learn more about the space or launching new startups. It means that this young sector is evolving and maturing and getting a lot of interest from the tech sector at large.”



Michael Beckerman,
CEO, CRE Tech & The New Funnel
www.cretech.com | www.thenewsfunnel.com
[LinkedIn](#) | [@m_beckerman](#)

TOKENIZATION AND THE DEMAND FOR FLUID INVESTMENT IN THE REAL ESTATE MARKET

“I am starting to see a bit of momentum gathering around the tokenization of real estate. The demand for a more fluid investment and trading market is really beginning to move from people’s imaginations to one of a genuine business possibility. There are companies popping up all over the world with different tokens representing both residential and commercial property looking to be traded. I believe this movement will continue as the general public and large institutions both want to see a more liquid investment market around the property industry.”



James Dearsley,
Co-Founder, Unissu
(a global portal for PropTech business)
www.unissu.com | [LinkedIn](#) | [@jamesdearsley](#)

DIGITAL TRANSFORMATION IS UNDERWAY IN THE CRE INDUSTRY

“The property market is starting to understand that it is going through a period of intense change. The traditional view that we are a relationship-driven market place is beginning to warp into the view that we are becoming a tech-enabled industry and one that is at the start of a process known as digital transformation.”



James Dearsley,
Co-Founder, Unissu
(a global portal for PropTech business)
www.unissu.com | [LinkedIn](#) | [@jamesdearsley](#)

EMERGENCE OF REAL ESTATE CORPORATE VENTURE CAPITAL FUNDS

“I’m having many conversations with real estate companies about setting up CVCs (corporate VC funds) like JLL Spark. I think we will see several more of these emerge in 2019.”



Andrew Ackerman,
Managing Director, UrbanTech,
Dreamit Ventures
www.dreamit.com | [LinkedIn](#) | [@andrewackerman](#)

FURTHER EVALUATION OF CRE TECHNOLOGIES TO IMPROVE ACCESS & THE OCCUPANT EXPERIENCE

"We spent time working on access controls, which is still very interesting but also doesn't feel quite ready. The community-building apps also tend to be of interest but are still in their early stages."



Sara Shank,
Managing Director, Beacon Capital Partners
www.beaconcapital.com | [LinkedIn](#)

THE NEED FOR EASE OF IMPLEMENTATION

"In 2018, we saw meaningful growth in the appetite for easy-to-implement technology. Cutting-edge technology tends to get the headlines, but oftentimes has a lot of pitfalls in terms of implementation, without obvious payback. The tech companies that are really making a name for themselves are the ones that understand how stretched property teams are and strive to provide technology that not only solves real problems for property teams, but also doesn't saddle them with painful and lengthy implementations."



Michael Wong,
Chief Executive Officer, Genea
www.getgenea.com | [LinkedIn](#)

ADVANCEMENTS IN IOT AND MACHINE LEARNING

“In 2018, IoT devices became even more sophisticated and were able to create troves of datasets that didn’t exist for buildings before. Machine learning was used to sift through this data and unlock new insights for things like building performance optimization, energy use reduction, and cost savings.”



Logan Soya,
Founder and CEO, Aquicore
www.aquicore.com | [LinkedIn](#) | [@LoganSoya](#)

THE CRE TECH INDUSTRY ATTRACTING CONTINUED INVESTMENT

“In 2018 we saw a flood of capital into the [CRE] space from every corner of the universe.”



Aaron Block,
Co-Founder, MetaProp NYC
www.metaprop.org | [LinkedIn](#) | [@aaronnblock](#)

UPS AND DOWNS OF THE BLOCKCHAIN CRYPTO MARKET

“The past year we saw the promise and crash of the blockchain crypto market.”



Duke Long,
Managing Partner, PUR Ventures
www.dukelong.com | [LinkedIn](#) | [@dukelong](#)

> Emergence of More Suitable Communication Methods for Property Teams and Occupants

“Tenants are craving simplicity from the technology they are using today. This year we saw an emergence of new, simpler ways of communications between property management teams and tenants. We will continue to see these trends take shape in 2019. In a study we conducted we found that 77% of building occupants want to communicate with property teams via text or messaging app in the future. This group has been and will continue to be the driving force of Communication shifts we experience in CRE Tech.”

[Download the full report here](#)

Building Engines | www.buildingengines.com

All of These trends tie back to one main theme – CRE technology. And each year we see technology continuing to have a massive impact on the CRE industry. As these influencers reflected on this past year, it’s obviously that 2018 was no exception. We are excited to see the impact technology has on the new year and the new trends 2019 will bring.

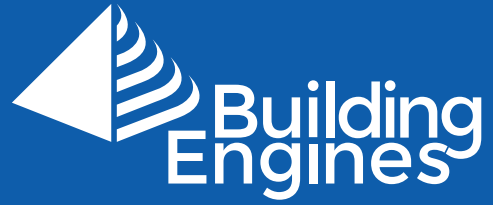


ABOUT BUILDING ENGINES:

Building Engines is an operations platform designed for modern commercial real estate organizations to connect and align people, processes, and activities. Our property management tools transform activity into intelligence so that CRE professionals can control their changing work environment with confidence, improve building operations performance, and increase asset value.

Many of the leading public REITs, private owner-managers and third-party management firms use Building Engines to provide outstanding tenant service, maintain assets, improve operational efficiency, mitigate operational risk, and make better, data-driven decisions. Building Engines is used in over 2 billion square feet of multi-tenant commercial office, medical office, retail, and industrial properties in the United States and Canada.

www.buildingengines.com



BUILDINGENGINES.COM

[866.301.5300](tel:866.301.5300)

INFO@BUILDINGENGINES.COM

© Copyright 2018 Building Engines, Inc.
The information contained herein is subject to change
without notice. BEI shall not be liable for technical or
editorial errors or omissions contained herein.