



PROPERTY MARKETING & TOURING: THE WAY FORWARD

# 3 Ways COVID-19 Has Transformed Commercial Property Marketing

Insights and Guidance from Experts in  
CBRE Investor Leasing, Property Management and Capital Markets

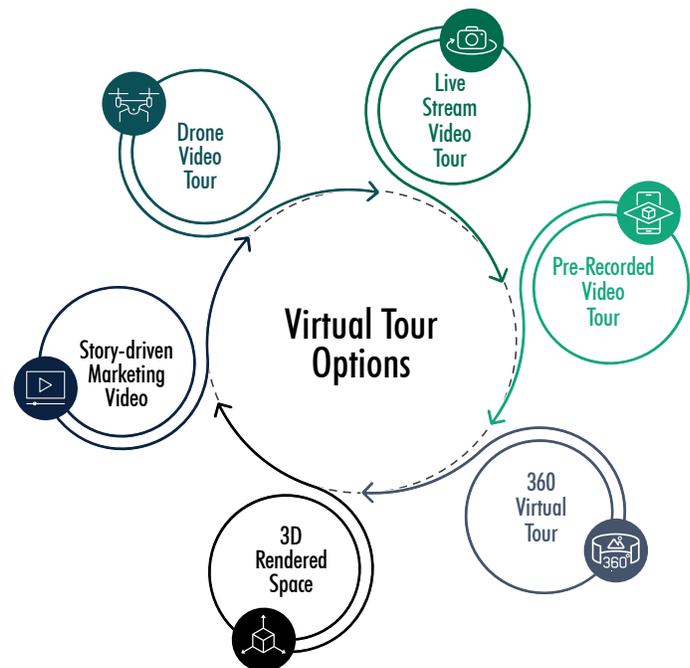
July 2020

**CBRE**

## 1. VIRTUAL TOURS ARE NO LONGER “NICE TO HAVE”

Virtual touring isn't a new concept, but it became a necessity during COVID-19 shutdowns, and leasing and sales professionals were forced to become virtual marketing experts. Now, greater comfort with the technology, combined with travel restrictions and cost-savings initiatives, will lead to out-of-market investors and tenants virtually touring dozens of properties before making a short-list to tour in person.

There is no “one-size-fits-all” virtual marketing solution. Professionals diagnose each assignment to identify the right fit based on their goals.



Today's property marketing is more competitive than ever. It's important to understand the best strategies and tactics to engage with potential tenants and buyers and cut through the clutter. Some of CBRE's go-to strategies include:



### Innovative Tools & Technologies like CBRE Deal Flow

Proprietary listing and sales management platforms enable investors to create, manage and track listings, including property marketing, interest tracking and offer submissions.



### Dynamic Property Marketing: Brochures, Websites, E-Blasts

Creative teams pair design expertise with accelerated speed-to-market strategies to deliver materials that stand apart from the competition.

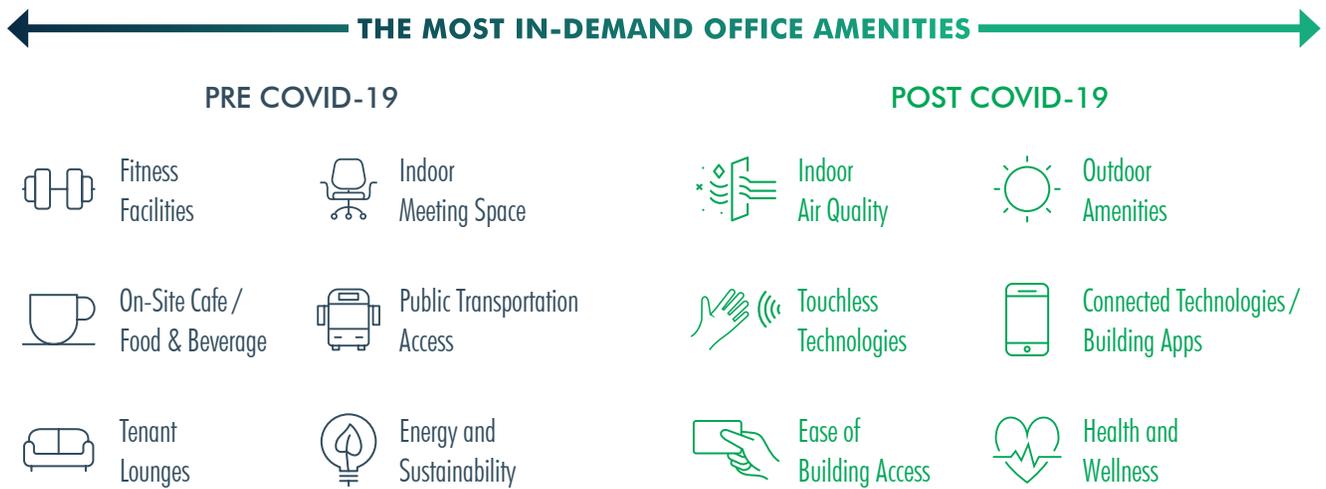


### Savvy Social Media

Strategically promoting properties using social channels is a great way to broadly advertise opportunities to brokers and investors.

**2. A HEALTHY & SAFE BUILDING IS A KEY DIFFERENTIATOR**

Before COVID-19, most property marketing emphasized in-demand amenities like communal gathering spaces. Today tenants want property features that support a healthy and safe building environment and a property owner that cares about their tenant’s wellbeing. CBRE professionals are reporting a shift in the most sought-after building amenities, as illustrated below.



### 3. IN-PERSON TOURS MUST BE METICULOUSLY PLANNED

It's important to showcase the building ownership's dedication to the wellness and safety of its tenants by providing a well thought out and communicated process for all on-site tours at the property.



- + Follow all CDC/State Guidelines
- + Coordinate with owner to deep clean all spaces to be toured
- + Plan in partnership with ownership and property management
- + Designate a tour escort
- + Touchless tour with clear marked path



- + Always have a virtual touring alternative available
- + Communicate tour expectations to prospects and brokers in advance
- + Obtain any waiver required by the owner/landlord prior to conducting tours
- + Wear a mask and practice social distancing during tours



- + Limit number of attendees
- + Give advance notice
- + Wear a mask and practice social distancing
- + Sign any waiver required by the owner/landlord prior to touring

CBRE has developed a comprehensive Property Marketing & Touring Playbook that includes robust property touring checklists for each property type. Connect with your local sales professional for a consultation or fill out the form [available here](#).



**“The partnership between our property management, leasing and sales professionals is more important now than ever before. While virtual tours are replacing in-person tours in many instances, physically visiting a short-list of properties is likely necessary to make a final selection. Both parties are working together to support health and safety protocols for existing and prospective tenants during on-site tours.”**

**— Emma Buckland,  
Global President,  
Property Management**

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