

A Marketing Platform for Brokers

Why Brokers Trust SHOWCASE.COM

Today some Internet listing services make it easy for tenants, owners, investors, retailers and others to cut you out of the deal. SHOWCASE.COM, the professional Internet marketing service, protects your interests in several important ways.

SHOWCASE SUPPORTS TENANT REPRESENTATIVES

■ Limited View of Market.

SHOWCASE presents only up to 50% of a market's active listings. This limited access compels tenants to engage a tenant rep to evaluate all options.

■ Limited Detail.

A SHOWCASE listing presents 20 fields of property information. Tenants need a tenant rep who subscribes to CoStar Property Professional for the additional 180+ data points, and to make an informed decision.

■ Prospect Qualification.

The broad array of SHOWCASE space listings motivates tenants to seek counsel on demographics, financial considerations, employee needs, competing tenants, lease comparables, transportation and other considerations.

■ New Assignments.

Tenants use SHOWCASE to identify and contact tenant brokers with assignments.

■ Broker-to-Tenant Marketing.

Tenant reps will soon be able to market their services throughout strategic high profile areas of SHOWCASE. This strengthens the message to end users. To negotiate and close a deal, broker representation is essential.

SHOWCASE SUPPORTS LANDLORD REPRESENTATIVES

Only commercial real estate professionals can list properties for sale and for lease on SHOWCASE. By creating a marketing platform exclusive for use by professionals, SHOWCASE strives to minimize principal-to-principal deals, and bolster the position of the commercial real estate broker.

You play THE central role in all commercial real estate transactions. SHOWCASE helps you win more assignments and sustain client relationships, whether you serve tenants, landlords or both. It's a commitment you can count on from the name the industry has trusted for over 20 years, CoStar Group.