

## **CARW Data Survey – Key Takeaways**

21 Respondents

### *Demographic Information*

- 86% of respondents are Brokers – General Sales/Leasing.
- 95% are located in the Milwaukee Metro & Suburbs.
- Company representation included small, mid, and large offices.
- Minimal input from affiliates, developers, or professionals outside Southeastern Wisconsin.

### *Strong Interest in Analytics, Mapping, and Visualization Tools*

Tools with the highest “interested in learning” responses include:

- Tableau
- ESRI (ArcGIS)
- Compstak
- Placer.ai
- Cherre

**Opportunity:** Members want to strengthen their data and market insight skills. These tools offer powerful functionality for site selection, market analysis, and client presentation—yet are currently underutilized.

### *Low CRM and Back-Office Tool Adoption*

Tools like Salesforce, Apto, ReThink, and HubSpot had:

- Low personal use
- Few firm subscriptions
- High “no need” responses (often 60–80%)

Many brokers may still rely on manual systems or internal spreadsheets. There's room to introduce simple, CRE-focused CRM solutions with clear workflows.

### *Strong Reliance on Core CRE Listing Platforms*

High firm adoption of:

- CoStar
- LoopNet (Free)
- MetroMLS / FlexMLS
- Moody's (most respondents are subscribed)

These tools are well-established, but their depth and advanced features may be underutilized. There is an opportunity to do advanced tips-and-tricks style sessions.

### *Canva and QuickBooks Stand Out for Individual Use*

- Canva had the highest personal use (33%) for marketing.
- QuickBooks is the go-to accounting solution for smaller operations.

### *Additional tools mentioned in the survey*

ClientLook

Pipedrive CRM Dealius

Rentcast

Hello Data

Adobe