

Mission - Analyze a Top Player: Real Estate Investment (Brokers)

Cushman & Wakefield

1. Perform full research on their target market and avatar.

The company offers services in various areas of real estate, including leasing, property management, capital markets, valuation, consulting, and more.

This company is a real estate broker, so they have two main clients: the property sellers and the buyers.

Property sellers: they usually are big companies and corporations with entire buildings that they no longer need and want to be sold. They choose the broker's option because it has a broad customer network which will be really useful for the future property selling

Buyers: also big companies/investors that would like to expand and acquire more assets.

2. What are the reasons their customers decide to buy?

Cushman & Wakefield is the Top 1 Real Estate Brokerage company so it has gained lots of trust amongst people. It also has a huge network with thousands of customers in more than 50 countries.

From the buyers' perspective, it offers a large amount of options to choose from and they can compare different buildings and buy the one that suits them better.

From the sellers' perspective, once they advertise the property they want to sell in Cush&We's network, there will be some potential buyers from the first moment.

3. How are they getting attention?

- They are present in different social media platforms such as Facebook, Instagram, Tweeter (or X xd), Youtube, LinkedIn or even Pinterest. In those platforms, they make "professional" content oriented to corporate profiles.
- Another important attention grabber is their relevance on the news and on the main economic and financial magazines and newspapers.
- As they are the 1st broker in the world, they also have a big authority and they gain attention by mouth to ear and direct contact between people interested in real estate.

4. How are they monetizing their attention?

They have a Landing page where people enter their emails. From there, they receive articles, a monthly newsletter and/or property alerts.

They also create free content in their social media and are constantly present in their prospect's mind, which can lead to a new sale in the future.

5. What is this brand doing better than anyone else?

Their network of contact is unique and very solid, which is what makes this company so successful.

6. What mistakes (if any) are they making?

I don't think they are making any mistakes.

Perhaps the fact that the buildings they promote are quite big and a low income / small company wouldn't have access/money to buy it. However this is also a positive thing, because their niche is to buy and sell big buildings for big companies/investors.

7. What can other brands in the market do to win?

If they want to create a brokerage company, they should focus on building a network of Small and Medium companies that are interested in buying/selling properties.

They should also create free content (on social media and newsletters/articles etc.) and pay special attention to how copy is written. In order to obtain more clients, copy should be persuasive and Desire/Pain oriented.