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What happened to the “summer slowdown?” - by Douglas Martin

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Douglas Martin,
Colliers International

It seems that everyone I speak with in the CRE industry in New England continues to be busier than ever. Certainly a good problem to have, although it makes it tough to find time for a summer break.

A quick look at our www.necpe.com listing statistics from the month of June speaks volumes. New England continues to be an active place to do business with over 3,700 active commercial (office, industrial, retail, and land) listings. Totaling the active listing stats gives us 9,654 acres, 15.8 million s/f for sale and an additional 12.6 million s/f for lease. For a full break down please see the link below to our regular blog.

<https://www.newenglandcommercialproperty.com/blog/?entryID=9926>.

Note that members of NECPE can track this information in real time at:
https://www.newenglandcommercialproperty.com/jsp/research/market_stats.jsp

These numbers are great, but what good is a listing if it is not populating in search results? Great question.

In the month of June, we had over 27,000 visits to the NECPE site with over 53% of those users driven to the site by organic searching. This is great news as we continue to work to grow our visibility online (as outlined in previous articles). Another surprising stat is that nearly 15% of our hits are coming from our newly formed social media platforms, which means our efforts are working! Please follow, like, and share on LinkedIn, Facebook, Twitter, and Instagram if you have not done so already.

Let's keep this momentum rolling through 2019 and into next year!

Douglas Martin is the 2019 president of NHCIBOR, Bedford, N.H.

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