



SEPTEMBER 2008

# OBSERVATIONS

COLLIERS ONLINE PRESENCE

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**COLLIERS**  
INTERNATIONAL



**ALEXA - COLLIERS.COM**

Below is a screenshot of traffic ranking for Colliers.com - it currently has a rank of 124,822. The lower the number, the more people visit the site.

For rank comparison purposes Yahoo, Google and YouTube are the Global number 1, 2 and 3 sites respectively.

The screenshot shows the Alexa website interface for colliers.com. The browser address bar displays the URL: http://www.alex.com/data/details/traffic\_details/colliers.com. The page title is "colliers.com - Traffic Details from Alexa". The main content area features the Alexa logo and the text "colliers.com" with a "Get Traffic Details" button. Below this, the category is listed as "Top > Business > Real Estate > Agents and Agencies > Commercial". A small thumbnail of the colliers.com website is shown next to the heading "Colliers.com - Colliers International" and the URL "colliers.com". A description follows: "Commercial brokerage with offices in Asia, North and South America, Europe, and Australia; includes a directory of offices, market reports, case studies, and links to listings." The traffic rank is prominently displayed as "Colliers.com has a traffic rank of: 124,822" (circled in red) and "124,822 RANK". Below this is a "Traffic History Graph for colliers.com" showing "Daily Reach (percent)" from March to August 2008. The graph shows a relatively stable reach between 0.001 and 0.002. The right sidebar contains "Our Sponsors" including GET a FREELANCER.com, REDBRICKSMEDIA, and FREE SEO WHITEPAPER, along with an "Advertise Here" link. A large advertisement at the bottom right says "Want More Your W Get Guarant In 48 START".

## ALEXA - COLLIERSPARRISH.COM

Below is a screenshot of traffic ranking for ColliersParrish.com - it currently has a rank of 905,645.

Because lvcolliers.com and colliersreno.com are under the parent domain of Colliersparrish.com they all share the exact same rank.

The screenshot shows the Alexa website interface for colliersparrish.com. The browser address bar displays 'http://www.alexa.com/data/details/main/colliersparrish.com'. The page title is 'colliersparrish.com - Site Information from Alexa'. The navigation menu includes 'Search', 'Traffic Rankings', 'Directory', 'Alexa Toolbar', 'Developer's Corner', 'Blog', and 'Advertise'. The main content area shows the site's category as 'Regional > North America > United States > California > Localities > S > San Jose > Business and Economy > Real Estate'. A section titled 'Colliersparrish.com - Colliers International Partnership' features a thumbnail of the website and a text box stating 'Colliersparrish.com has a traffic rank of: 905,645', which is circled in red. Below this, the '905,645 RANK' is displayed in large red text. The 'Company Info for colliersparrish.com:' section provides details for Colliers Parrish International, Inc., including address, phone, fax, and employee count. A 'Jigsaw' section lists '3,092 Contacts at Colliers International Property Consultants Inc.' with a breakdown by department and level. The right sidebar contains 'Our Sponsors' including GET a FREELANCER.com, REDBRICKSMEDIA, and a 'FREE SEO WHITEPAPER' offer.

**ALEXA - CBRE.COM**

Below is a screenshot of traffic ranking for CBRE.com - it currently has a rank of 55,611.

That rank is significantly better than our global site. While CBRE came in second to Colliers in the Las Vegas market this past year; they were only behind us in commercial volume by 40 million. (Stats from Nevada Business Journal Book of Lists 08)

The screenshot shows the Alexa website interface for 'cbre.com'. The browser address bar displays 'http://www.alex.com/data/details/traffic\_details/cbre.com'. The site is categorized under 'Business > Real Estate > Agents and Agencies > Commercial'. The main heading is 'Cbre.com - CB Richard Ellis' with the URL 'cbre.com'. A red circle highlights the text 'Cbre.com has a traffic rank of: 55,611', with '55,611 RANK' displayed in large red text to the right. Below this is a 'Traffic History Graph for cbre.com' showing 'Daily Reach (percent)' from March to August 2008. The graph shows a fluctuating line around a 0.002 to 0.003 percent reach. The left sidebar contains navigation links like 'Explore this site' and 'More to Explore'. The right sidebar features advertisements for 'GET a FREELANCER.com', 'REDBRICKSMEDIA', and 'Free autosurf'.

## ALEXA - NAIGLOBAL.COM

Below is a screenshot of traffic ranking for NAIGlobal.com - it currently has a rank of 797,208.

While NAI came in third place as far as commercial volume went last year, the company had many internal conflicts in 2007 and a lot of restructuring is taking place with them for 2008.

The screenshot shows the Alexa website interface for naiglobal.com. At the top, the browser address bar shows the URL [http://www.alexaprovider.com/data/details/traffic\\_details/naiglobal.com](http://www.alexaprovider.com/data/details/traffic_details/naiglobal.com). The page title is "naiglobal.com - Traffic Details from Alexa".

The main content area features the Alexa logo and the site name "Naiglobal.com" with its URL "naiglobal.com". A red circle highlights the text: "Naiglobal.com has a traffic rank of: 797,208". Below this, the rank "797,208 RANK" is displayed in large red text.

A "Traffic History Graph for naiglobal.com" is shown, titled "Daily Reach (percent) naiglobal.com". The graph's y-axis is labeled "Reach" and ranges from 0 to 0.0010. The x-axis shows months from March to August 2008. The graph area contains the text "Not in top 100,000".

On the left side, there are sections for "Explore this site" (Overview, Traffic Details, Related Links), "More to Explore" (Sites Linking in, Wayback Machine, Search for naiglobal.com), and "Share your thoughts" (E-mail a friend about naiglobal.com...).

On the right side, there are "Our Sponsors" including GET a FREELANCER.com, Superch your ad rev, PubM, REDBRICKSMEDIA, and aws.amazon.com. Below these is a "Want More Hi Your Website" advertisement with the text "Get Guaranteed T In 48 Hrs!" and a "START NOW" button.

At the bottom of the main content area, there is a "Compare Sites" section with a search box for "naiglobal.com" and a "Compare Sites" button.

GLOBEST.COM - OBSERVATION

Below is a screenshot of GlobeSt.com a popular commercial real estate site here in Las Vegas.

The screenshot shows the GlobeSt.com website interface. At the top, the browser address bar displays 'http://www.globest.com/'. The website header features the logo 'GlobeSt.com™ Real estate is our domain' and a navigation menu with categories like HOME, LOCAL COVERAGE, REGIONAL COVERAGE, SECTOR COVERAGE, FEATURES, RESOURCES, EMAIL ALERTS, NEWSLETTERS, CONFERENCES, MAGAZINES, and CONTACT US. A search bar is located in the top right corner.

A prominent banner at the top right of the page contains the text: 'We manage over 1.9 billion square feet around the globe and we've got every inch covered.' This banner is circled in red. To the right of this text is the CBRE logo (CB RICHARD ELLIS) and the tagline '#1 in commercial real estate worldwide'. Below the banner is a search bar with the text 'GlobeSt.com | Newsletters' and a 'SEARCH' button.

The main content area is divided into several sections:

- Left Sidebar:** Includes a login section for 'GlobeSt.DIRECT members log-in here' with fields for 'Email Address' and 'Password', and a 'Need an Account? REGISTER NOW >' link. Below this is a 'QUICK POLL' section titled 'Sovereign-Wealth Funds Are a:' with three radio button options: 'Growing Presence; Here to Stay', 'Passing Fancy', and 'National-Security Threat'. A 'VOTE' button and a 'View Results' link are also present. At the bottom of the sidebar is a 'JOBS' section with a search bar and a 'GO' button.
- Main Content Area:**
  - UPDATE:** 'MGM Mirage, Diaoyutai State Guesthouse Ink First Deal'. The article text states: 'TIANJIN, CHINA-MGM Mirage and Diaoyutai State Guesthouse announce their first project, a luxury hotel and residential tower in Tianjin, China.' It includes links for 'More Headlines', 'Archive', and 'Email Alerts'.
  - NEWS:** A list of recent updates including 'JLL Keys-In On Integration Strategy MERGER UPDATE DALLAS', 'Cole Cos. Refuels Till with \$135M Facility PHOENIX', 'Carl's Jr. Restaurants On Deck for China BEIJING, CHINA', 'Springhill Added to \$86M Office Project CINCINNATI', '\$73M Financing Goes To SE Properties BOCA RATON, FL', 'Rents Rising While Leasing Slows NEW YORK CITY', and 'Cutting Energy Use Is on State's Agenda HARRISBURG, PA'.
  - SPOTLIGHT:** 'UpClose | Commentary | Blog' featuring 'Goodwin Procter's Andrew Kirsh' with the quote: 'I think it would turn things around.'
  - INDUSTRY QUICK LINKS:** A grid of logos for various real estate firms including POTOMAC REALTY CAPITAL LLC, GrubbeEllis, RealProspex, GENEVA EXCHANGE, SIMPLIFY, COMMERCIAL DEFEASANCE, 20|20 FORESIGHT EXECUTIVE SEARCH, and EASTERN CONSOLIDATED.
- Right Sidebar:** Labeled 'ADVERTISEMENTS', it contains several ad boxes: 'Underwritten and Closed \$13 Billion in US Financings 2nd Half 2007', 'SOVEREIGN INVESTMENT COMPANY', 'centerline capital group', 'Managed with Yardi Software', and 'Globe St. audio webinar'.

INBUSINESS.COM - OBSERVATION

Below is a screenshot of InBusinessMagazine.com the site of a popular business magazine here in Las Vegas.

**IN BUSINESS** magazine.com

Search

MAGAZINE RADIO TELEVISION EXECUTIVE DIRECTORY CALENDAR SURVEYS ADVERTISING CONTACT

**40 UNDER 40 2008**  
Apply today!  
Application deadline: June 15, 2008

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COMMERCIAL DESIGN AWARDS

IB THE EXECUTIVE DIRECTORY

**Stafford Rosenbaum LLP Attorneys**

**Taking It to the Next Level**  
Stan Davis, John Litscher, Tamim Sifri and Laura Stoltenberg are self-made, young professionals who are making their professional marks early in life.

**COVER STORY**

**RADIO SHOWS**  
The week of June 16 - June 20  
Monday: Bill Bathke and Hannah Rosenthal from WPS  
Tuesday: Lorna Zach from the Center for Human Performance and Risk Assessment [LISTEN](#)  
Wednesday: Perry Ecton & Cheryl McCollum from Habit for Humanity of Dane County [LISTEN](#)  
Thursday: Rabbi Jonathan Blatch from Temple Beth El  
Friday: Evan Richards from Madison Savoyards

**EDITORIAL COLUMNS**  
In Biz: When is a story a "story" vs. a slamfest? [READ AND COMMENT](#)  
Publisher's View: Yet another round of applause! [READ AND COMMENT](#)  
The "B.S. Free" Marketing Zone: Warning: Do not read this column. [READ AND COMMENT](#)  
Up Against the Wall: The good news... and the bad news... [READ AND COMMENT](#)

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NEVADABUSINESS.COM - OBSERVATION

Below is a screenshot of the Book of Lists 2008 by Nevada Business Journal that shows Colliers and our competitors in the Las Vegas Market.

Nevada Business Journal Rate Card

http://www.nevadabusiness.com/toprank\_nevada/6/108

Post & Track Nevada's Biggest Real Estate Deals: Only at [THE RED REPORT.COM](#)

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**Nevada BUSINESS JOURNAL**

SUBSCRIPTIONS | FEATURES | BOOK OF LISTS | SERVICES | ADVERTISING | CONTACT | HOME

**TopRank Nevada**

Financial / Insurance / Real Estate >> Commercial Real Estate Companies an

< 1 2 3 >

RANK	COMPANY	TOTAL COMMERCIAL VOLUME
1	Colliers International	1,700,000,000
2	CB Richard Ellis	1,660,000,000
3	NAI Horizon	772,000,000
4	Marcus & Millichap R.E. Inv. Brok.	525,000,000
5	Marcus & Millichap R.E. Inv. Brok.	525,000,000
6	Focus Commercial Group	479,800,000
7	Focus Commercial Group	479,800,000
8	Voit Commercial Brokerage	345,100,000
9	Coldwell Banker Commercial ETN	327,000,000
10	Grubb & Ellis-Las Vegas	311,400,000

< 1 2 3 >

**Add Your Business to TopRank Nevada!**

\* Above information was provided by company, company contact or compiled utilizing other public sources. Companies not appearing on the list have not filled out an online Nevada Ranking business listing form. Business listings are free to NBJ subscribers. NBJ is not liable for inaccuracies in above information. For corrections, additions, and updates to business listings, please log on to the nbj.com "Membership/Login" area and access your account to edit information.

If you would like to recommend a new category or have comments about TopRank Nevada please email [TopRankNevada@nbj.com](mailto:TopRankNevada@nbj.com)

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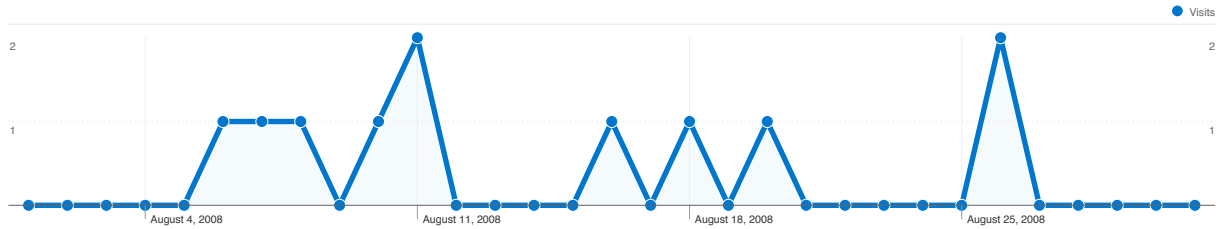


TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: 2011 PINTO

2011 Pinto  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**11 Visits**

**19 Pageviews**

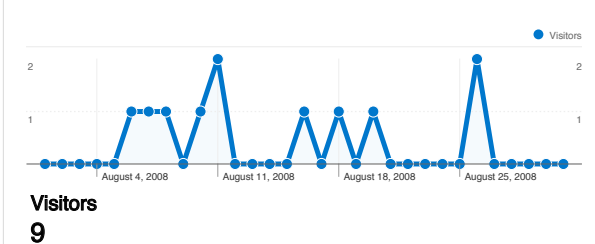
**1.73 Pages/Visit**

**72.73% Bounce Rate**

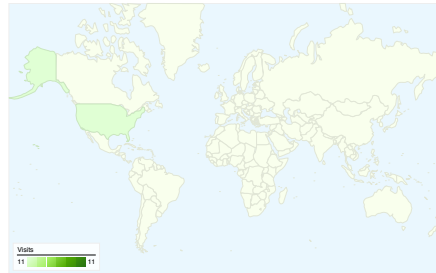
**00:00:18 Avg. Time on Site**

**81.82% % New Visits**

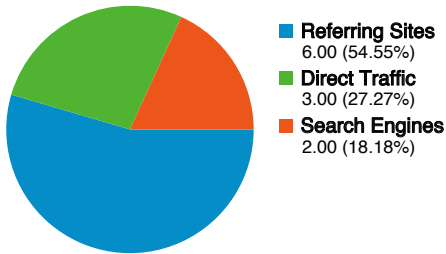
**Visitors Overview**



**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

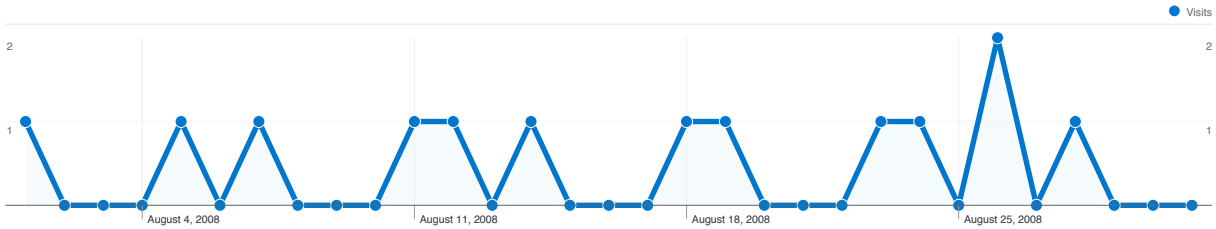
Pages	Pageviews	% Pageviews
/eigenmanmalan/2011Pinto/http	12	63.16%
/eigenmanmalan/2011Pinto/pint	3	15.79%
/eigenmanmalan/2011Pinto/pint	3	15.79%
/eigenmanmalan/2011Pinto/ind	1	5.26%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: 9080 POST

9080 Post  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**13 Visits**

**18 Pageviews**

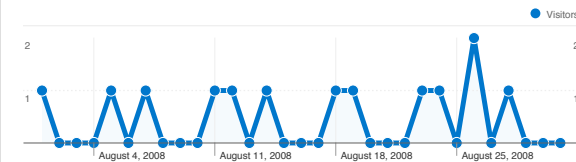
**1.38 Pages/Visit**

**61.54% Bounce Rate**

**00:00:18 Avg. Time on Site**

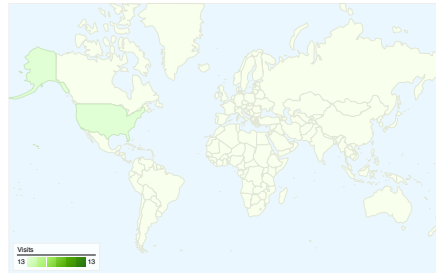
**92.31% % New Visits**

**Visitors Overview**

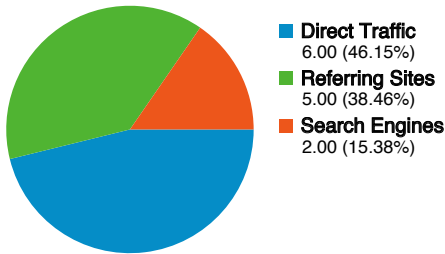


**Visitors**  
**12**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

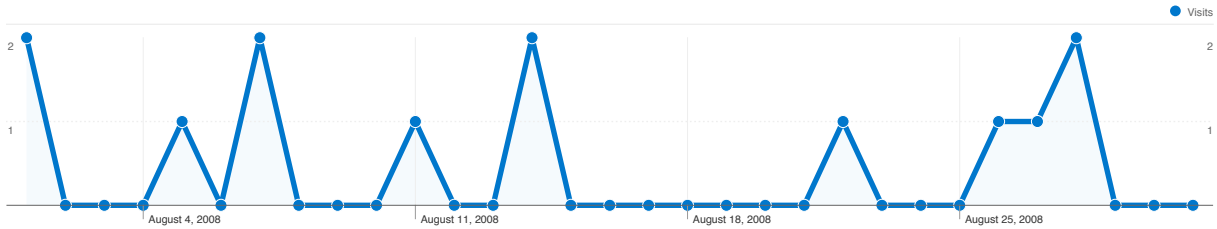
Pages	Pageviews	% Pageviews
/eigenmanmalan/9080Post/http:	16	88.89%
/eigenmanmalan/9080Post/908	2	11.11%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: HORIZON RIDGE

Horizon Ridge  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**13 Visits**

**42 Pageviews**

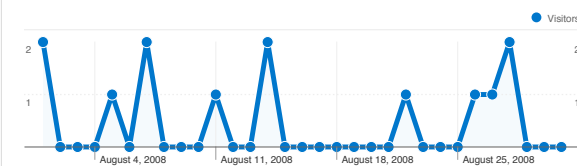
**3.23 Pages/Visit**

**53.85% Bounce Rate**

**00:00:26 Avg. Time on Site**

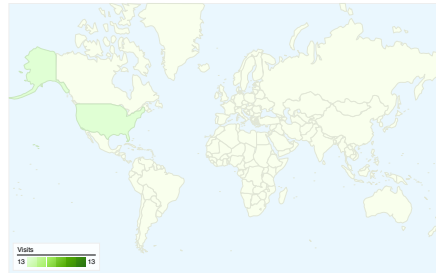
**76.92% % New Visits**

**Visitors Overview**

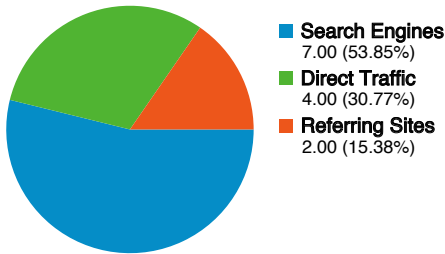


**Visitors**  
**12**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

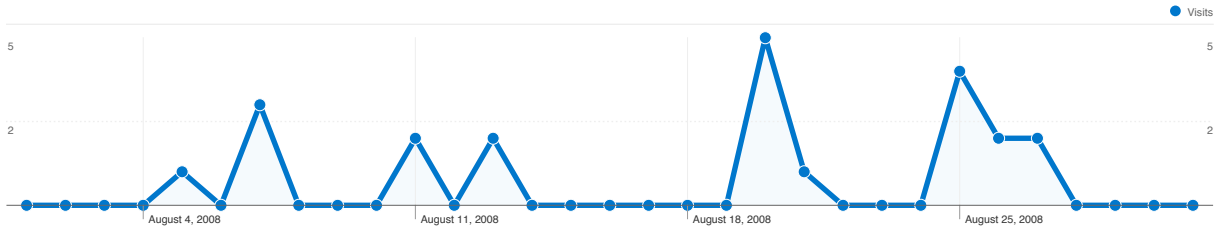
Pages	Pageviews	% Pageviews
/horizonridge/features.html	11	26.19%
/horizonridge/http://www.lvcollie	8	19.05%
/horizonridge/devbio.html	7	16.67%
/horizonridge/downloads.html	5	11.90%
/horizonridge/siteplan.html	4	9.52%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: MVIP

Mountain View Industrial Park  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**22 Visits**

**108 Pageviews**

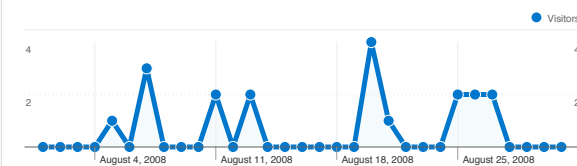
**4.91 Pages/Visit**

**45.45% Bounce Rate**

**00:02:31 Avg. Time on Site**

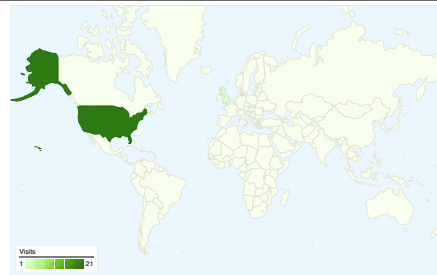
**50.00% % New Visits**

**Visitors Overview**

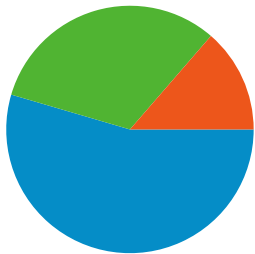


**Visitors**  
**13**

**Map Overlay world**



**Traffic Sources Overview**



- **Direct Traffic**  
12.00 (54.55%)
- **Referring Sites**  
7.00 (31.82%)
- **Search Engines**  
3.00 (13.64%)

**Content Overview**

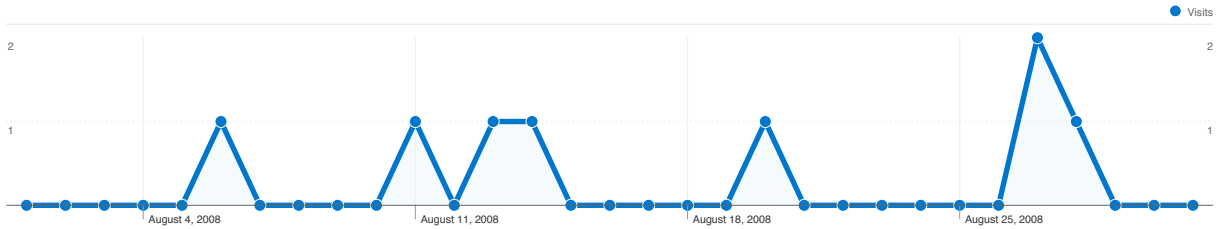
Pages	Pageviews	% Pageviews
/MVIP/http://www.lvcolliers.com	28	25.93%
/MVIP/details.asp	16	14.81%
/MVIP/siteplan.asp	12	11.11%
/mvip/http://www.lvcolliers.com/	12	11.11%
/mvip/siteplan.asp	8	7.41%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: PARK @ PALISADES

Park Palisades  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**8 Visits**

**21 Pageviews**

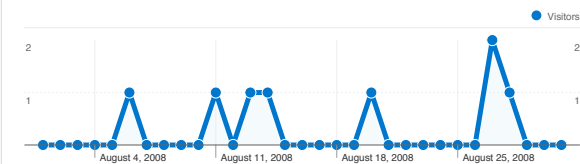
**2.62 Pages/Visit**

**62.50% Bounce Rate**

**00:00:53 Avg. Time on Site**

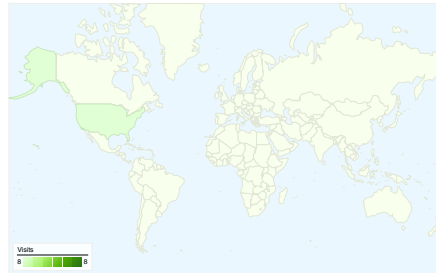
**75.00% % New Visits**

**Visitors Overview**

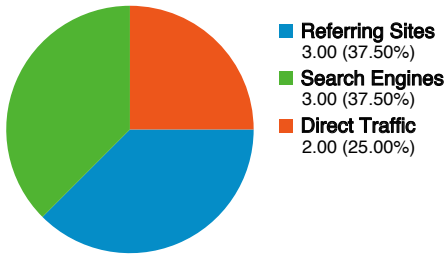


**Visitors**  
**6**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

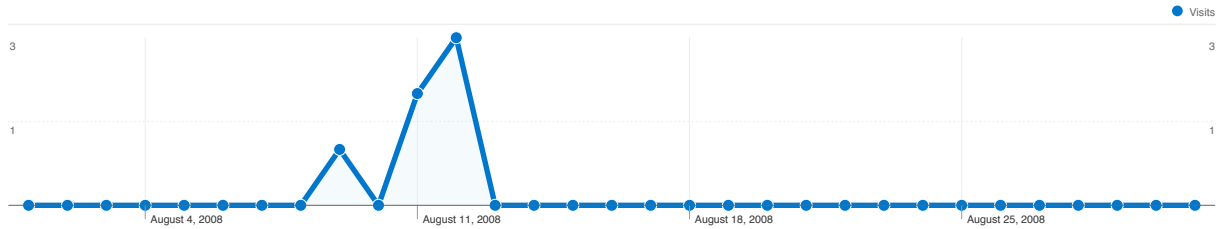
Pages	Pageviews	% Pageviews
/eigenmanmalan/ParkPalisades	10	47.62%
/eigenmanmalan/ParkPalisades	4	19.05%
/eigenmanmalan/ParkPalisades	4	19.05%
/eigenmanmalan/ParkPalisades	3	14.29%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: RAINBOW TECO

Rainbow Teco  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**6 Visits**

**17 Pageviews**

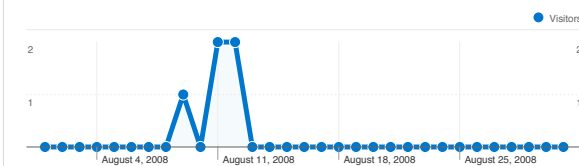
**2.83 Pages/Visit**

**50.00% Bounce Rate**

**00:01:05 Avg. Time on Site**

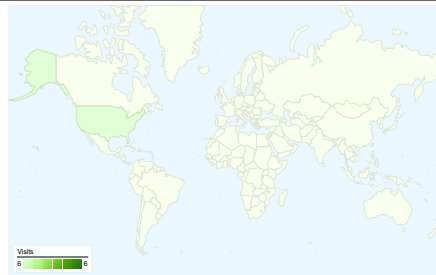
**16.67% % New Visits**

**Visitors Overview**

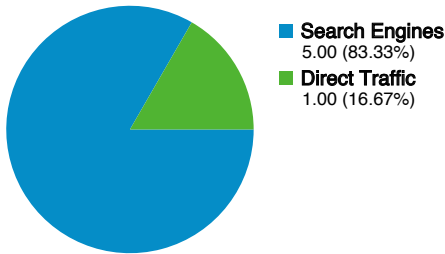


**Visitors**  
**3**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

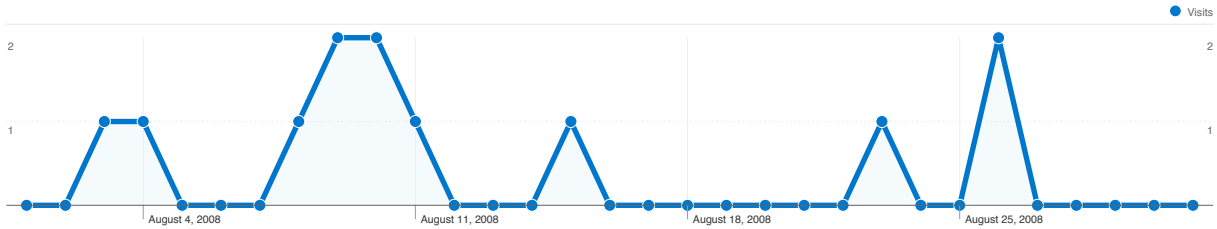
Pages	Pageviews	% Pageviews
/eigenmanmalan/RainbowTeco/	7	41.18%
/eigenmanmalan/RainbowTeco/	4	23.53%
/eigenmanmalan/RainbowTeco/	3	17.65%
/eigenmanmalan/RainbowTeco/	3	17.65%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: LAKE LAS VEGAS

Lake Las Vegas  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**12 Visits**

**20 Pageviews**

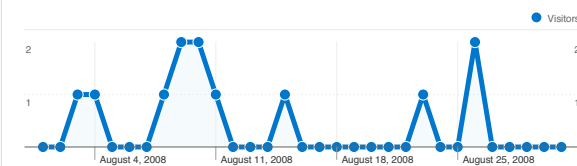
**1.67 Pages/Visit**

**58.33% Bounce Rate**

**00:00:12 Avg. Time on Site**

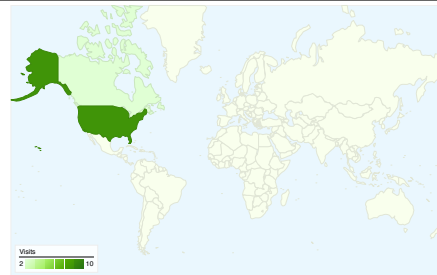
**83.33% % New Visits**

**Visitors Overview**

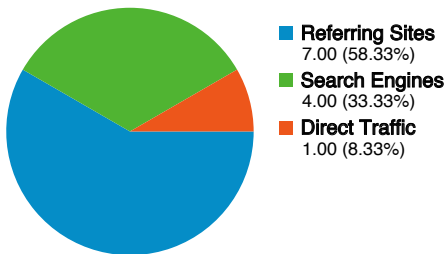


**Visitors**  
**11**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

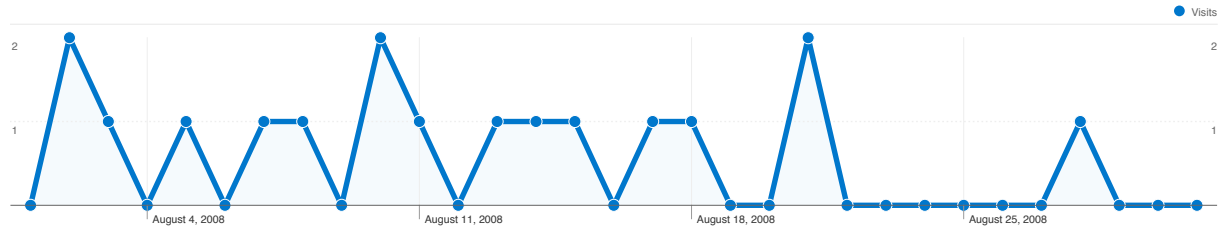
Pages	Pageviews	% Pageviews
/LLV/http://www.lvcolliers.com/L	14	70.00%
/LLV/location.html	2	10.00%
/LLV/index.html	1	5.00%
/LLV/about.html	1	5.00%
/LLV/contact.html	1	5.00%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: KEY LARGO

Key Largo  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**17 Visits**

**96 Pageviews**

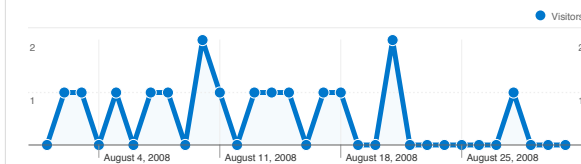
**5.65 Pages/Visit**

**47.06% Bounce Rate**

**00:02:28 Avg. Time on Site**

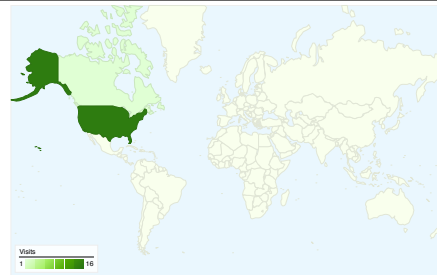
**76.47% % New Visits**

**Visitors Overview**

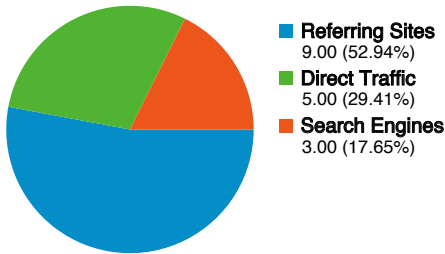


**Visitors**  
**14**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

Pages	Pageviews	% Pageviews
/KeyLargo/aerial.html	23	23.96%
/KeyLargo/http://www.lvcolliers.	22	22.92%
/KeyLargo/location.html	15	15.62%
/KeyLargo/about.html	15	15.62%
/KeyLargo/contact.html	14	14.58%

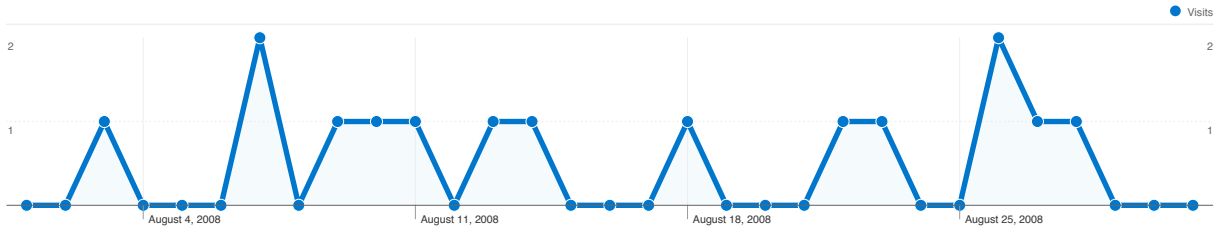


TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: DECATUR CROSSING II

Decatur Crossing II  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**15 Visits**

**60 Pageviews**

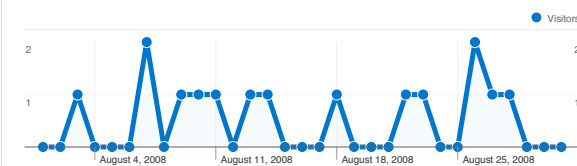
**4.00 Pages/Visit**

**33.33% Bounce Rate**

**00:00:40 Avg. Time on Site**

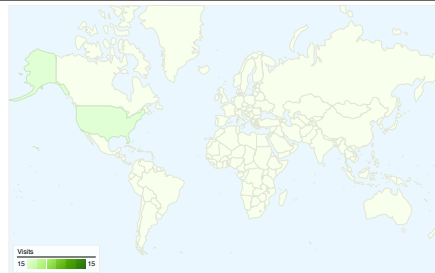
**66.67% % New Visits**

**Visitors Overview**

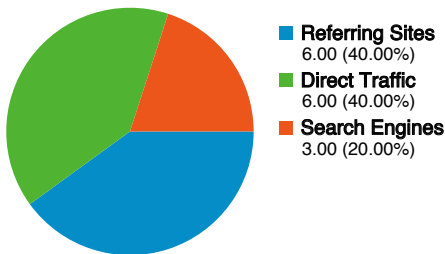


**Visitors**  
**12**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

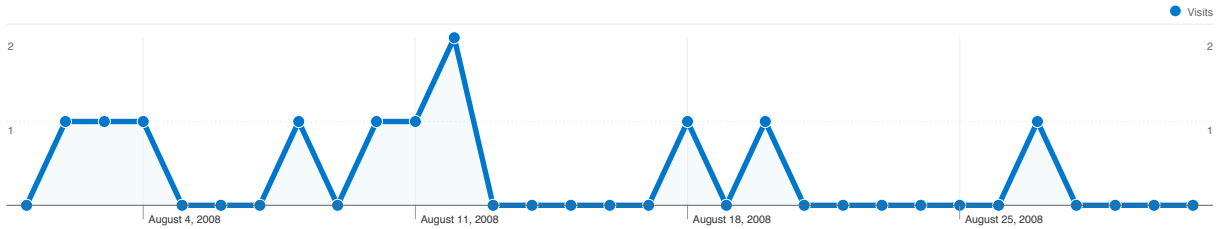
Pages	Pageviews	% Pageviews
/DCII/http://www.lvcolliers.com/	14	23.33%
/DCII/features.html	6	10.00%
/DCII/photos.html	5	8.33%
/dcII/investment.html	4	6.67%
/DCII/aerial.html	4	6.67%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: ALDEBARAN

Aldebaran  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**11 Visits**

**18 Pageviews**

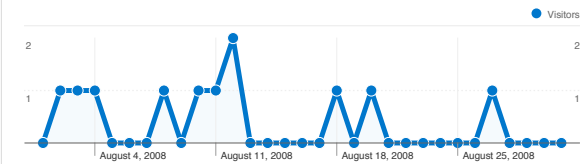
**1.64 Pages/Visit**

**72.73% Bounce Rate**

**00:00:12 Avg. Time on Site**

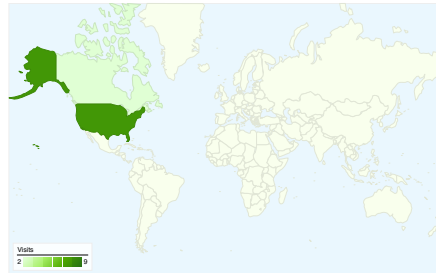
**90.91% % New Visits**

**Visitors Overview**

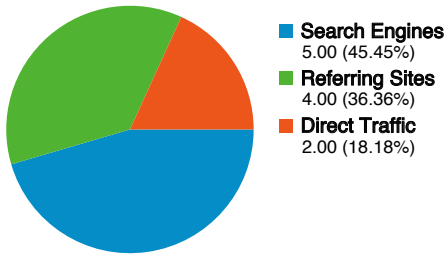


**Visitors**  
**10**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

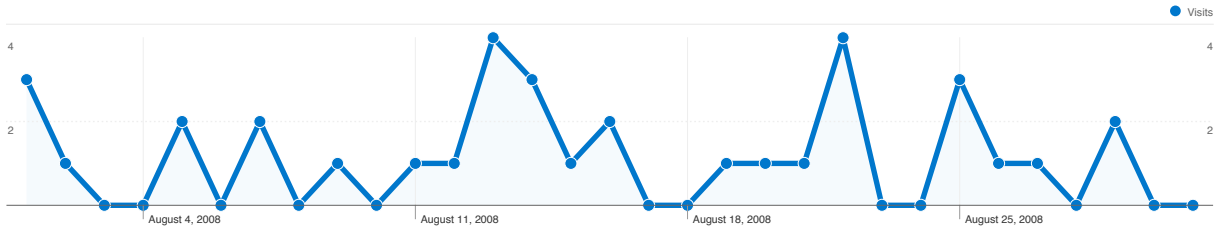
Pages	Pageviews	% Pageviews
/Aldebaran/http://www.lvcolliers	12	66.67%
/Aldebaran/contact.html	2	11.11%
/Aldebaran/location.html	2	11.11%
/aldebaran/http://www.lvcolliers.	1	5.56%
/Aldebaran/aerial.html	1	5.56%

TRAFFIC STATISTICS OF LVCOLLIERS.COM - FEATURED SITE: HIGHLAND PLAZA (NC)

Leo Germin's Highland Plaza Site  
**Dashboard**

Aug 1, 2008 - Aug 31, 2008

Comparing to: Site



**Site Usage**

**35 Visits**

**88 Pageviews**

**2.51 Pages/Visit**

**65.71% Bounce Rate**

**00:00:51 Avg. Time on Site**

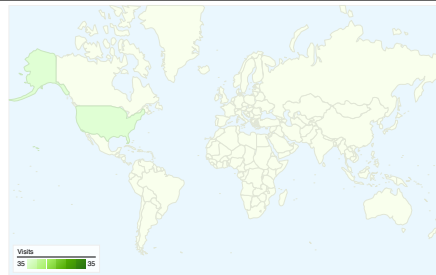
**94.29% % New Visits**

**Visitors Overview**

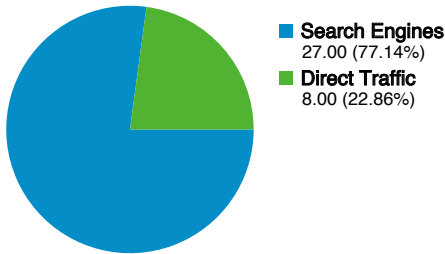


**Visitors**  
**35**

**Map Overlay world**



**Traffic Sources Overview**



**Content Overview**

Pages	Pageviews	% Pageviews
/http://www.highlandplazanv.co	27	30.68%
/current-developments.htm	15	17.05%
/who-we-are.htm	14	15.91%
/site-amenities.htm	6	6.82%
/index.htm	5	5.68%

This site is not associated or subject to approval by Colliers International. It was created by a third party, but promotes our Colliers Featured Highland Plaza Site and lvcolliers.com Site.

## CONCLUSION

Creating an Internet Marketing strategy for a commercial real estate business has many factors to consider, including budget and technology capabilities. Typically, commercial real estate is a people-oriented business, with many commercial real estate professionals debating whether if investing time and money into building their online presence is actually worth the effort. But with our competitors taking advantage of new marketing strategies to build their client base and provide value-added client services, do we want to be the company that doesn't?

Our Colliers International partnership continues as one of the top Commercial Real Estate brokerages in the Nevada and California markets, yet we significantly trail our competitors with respect to online exposure. Having our partnership look into online advertising with businesses that we already advertise with should become more of a priority over the next few years. Especially with the launch of our new Luxury Residential Division, in a down economy, we need to take full advantage of every resource available to us.

We currently run regular print ads in the Nevada Business Journal, Western Real Estate Business, In Business, Business Press and The Wall Street Journal. Each of these publications has an online version that offers advertising at a discounted rate for companies already utilizing their print advertisement options.

While our current marketing efforts include press releases, email blasts and magazine advertisements - we are missing a great deal of potential business by not promoting our company website to generate additional exposure for our Market Research Reports, RSS Feeds, Featured Property and Broker Team websites. The exposure of these materials to real estate principals and agents is critical to maintaining our public image as the leading experts in our field, which leads to additional business for our partnership.

In the past, when we have marketed our sites either with email blasts or print ads, we've seen a substantial increase in the volume of online "foot" traffic to our site. With an increase of traffic to our website, we should see an increase in the amount of subscribers we have to our news feeds and email list as well as an overall growth in leads generated. We must consider applying a focused effort to creating consistent "foot traffic" to our site.

To conclude, internet advertising is the fastest growing advertisement medium in the world with a 27% increase in 2007. Unlike traditional print advertising, internet advertising allows users to track exposure, response, and overall efficiency very easily. As online presence becomes increasingly important in an industry that is continually on the cutting edge of technology, we must at least be persistently cognizant of our opportunities in this area.



SEPTEMBER 2008

# OBSERVATIONS

COLLIERS ONLINE PRESENCE

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**COLLIERS**  
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