

JG Capital Realty Inc.

Firm Uses CoStar and LoopNet to Boost Revenues by 25%; Finds 70% More Listings

Mississauga, Ontario-based JG Capital Realty Inc. is a full service, one-person real estate brokerage firm providing consulting services to landlords, tenants, investors and developers.

Joe Giglio, President, attributes a large part of his firm's success to its use of the best marketing and information platforms.

The Marketing Power of LoopNet®

JG Capital Realty markets all its listings on LoopNet®, the number one commercial real estate service online, delivering more site traffic, members and geographic coverage than any other online commercial real estate marketplace.

"The minute I place listings on LoopNet, my phone starts ringing and inquiries start coming in," said Giglio. "We generate most of our leads for investment sales from LoopNet, mainly from interested buyers from the US looking to invest in Canadian markets."

He notes that the firm's listings get exposure from a different, and larger, pool of prospects than competitor listing services that only reach a Canadian audience. "We receive leads from US owners and property developers we wouldn't have access to without LoopNet."

The Information Power of CoStar Suite®

Giglio uses CoStar, the leading information database of researched and verified commercial real estate data, to help generate new business. He shows potential clients the benefits of choosing him as their listing broker; using CoStar, he explains, his clients' properties have exposure on a platform with the largest audience of commercial real estate professionals.

Beyond that, "having CoStar is like having a personal assistant," Giglio says. "It saves me from hiring additional staff and the associated costs, which at a minimum would be \$50,000 each year. CoStar is really

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Of particular value are CoStar’s professional, customized market reports. Giglio can create one in minutes, assembling the specific points critical to his potential clients. “I push these reports out to prospects right away, and the information is trusted in the community,” he explains. “I can react almost immediately to potential client inquiries and interests.”

In addition, Giglio accesses CoStar from any location using the CoStar mobile app, which allows him to pull up, view and update all the key property, market and contact information he needs to act on the spot. “I’m on the road often, and I use the app heavily to get business done and deals moving,” he says.

The Same Playing Field as the Top Brokerage Firms

Giglio relies on the research power of CoStar to keep him competitive and able to focus on generating relationships and business.

“Using CoStar has helped me cut my research time by 80 percent,” he said. “I no longer need to drive the market, do my own research, or make calls.”

CoStar also allows Giglio to spend his time on business development so he can generate more revenues which lead to more commissions. “CoStar has been a strong enabler in increasing my revenues by 25 percent in the last year. It’s been life-changing for me.”

In addition, Giglio notes, “I find more commercial listings using CoStar than I do using MLS (multiple listing service).”

A Winning Combination

Case in point: the firm recently secured a key client and a profitable deal leveraging the combined power proposition of CoStar and LoopNet.

“The potential client’s listing was for an investment property in the Greater Toronto Area,” said Giglio. “I told them that working with my firm, their listing would be marketed on LoopNet, where potential investors and buyers from the US could see their property. I also explained that the property’s placement in the CoStar database would put it on the largest platform for commercial real estate information in the industry.”

The client chose to work with JG Capital Realty as a result. The listing sold within a few days to a qualified buyer earning the firm a substantial commission. “The end result says it all,” said Giglio.

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