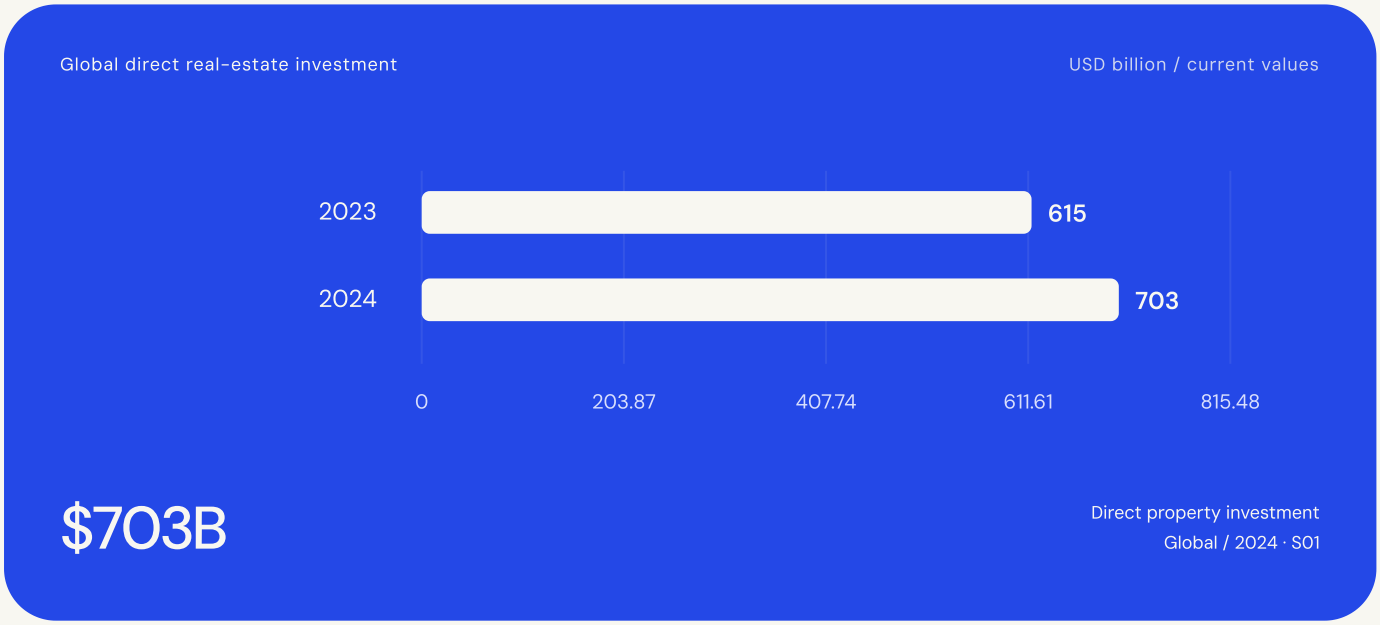
SECTOR MARKET BRIEF

OCTOBER 2026 EDITION

Commercial real estate agencies

Market indicators, potential customer segments and practical routes to new business.
Global market.



PUBLIC-SOURCE RESEARCH / EDITORIAL SERIES

A short guide to the market, potential customers and useful first conversations. Published figures retain their dates and scope.

29 OCTOBER 2026
Global market

01 / EXECUTIVE SUMMARY

Understand the market. Choose a focused segment.

Commercial property owners and occupiers have different needs. Build research around one service: leasing, purchase or marketing an owner's property.

$703B
Direct property investment
Global / 2024 [S01]

+14%
Investment volume growth
Global / 2024 / publisher rounded [S01]

$615B
Previous-year investment
Global / 2023 / same report [S01]

01 What you can offer

Discuss suitable property options with authorised owners and businesses that have a defined location requirement.

02 Where to start

Choose a district and property type you know.

03 What to ask

Establish intended use, space requirements and budget.

About this brief

Market
Global market

Data periods
Shown beside each indicator.

Purpose
Understand the context and choose a relevant customer group.

Your next step

Choose one customer group from this brief. Write down what you could offer and what you need to learn in the first conversation.

02 / MARKET INDICATORS

What the numbers tell us.

Commercial property investment gives broad context for property activity. For a service provider, the next question is what project the owner or occupier is planning.

Direct property investment

Global / 2024 [S01]

$703B

Investment volume growth

Global / 2024 / publisher rounded [S01]

+14%

Previous-year investment

Global / 2023 / same report [S01]

$615B

What these figures cover

These figures measure global direct property investment, not agency fees, relocation, renovation or design spending. The growth rate retains the publisher's rounded figure.

Consider international customers

Foreign occupiers entering a local market provide an international route without assuming overseas brokerage coverage.

03 / CHARTS AND MARKET REACH

Compare the figures. Choose where to start.

The chart brings the published figures together. Below it are two ways to turn this context into a more focused customer search.

Global direct real-estate investment

USD billion / current values

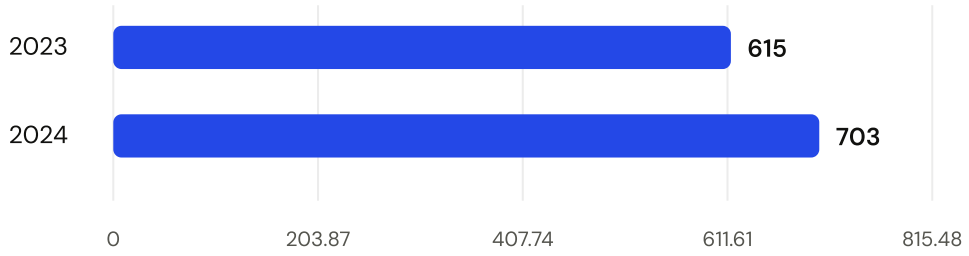


Figure 01 · Source: [S01]

01 / FIRST CUSTOMER GROUP

Start with a specific job

Choose a district and property type you know. Research occupiers seeking space separately from owners considering how to use their property.

02 / INTERNATIONAL CUSTOMERS

Consider international customers

Foreign occupiers entering a local market provide an international route without assuming overseas brokerage coverage.

These figures measure global direct property investment, not agency fees, relocation, renovation or design spending. The growth rate retains the publisher's rounded figure.

04 / POTENTIAL CUSTOMER SEGMENTS

Find a buyer group you can serve well.

These four groups offer different starting points. Choose one that fits your experience, then use the suggested discussion topic to learn about the company's needs.

PROFILE
01
Potential buyer

Office occupiers

What to discuss

Discuss location, transport and team space with office occupiers.

Who to speak with

Property, expansion or operations lead

PROFILE
02
Potential buyer

Warehouse users

What to discuss

Establish access, loading and space requirements with warehouse occupiers.

Who to speak with

Property, expansion or operations lead

PROFILE
03
Potential buyer

Retail operators

What to discuss

Ask retailers about their target area and requirements for using a store.

Who to speak with

Property, expansion or operations lead

PROFILE
04
Potential buyer

Foreign market entrants

What to discuss

Discuss local space requirements and decision authority with foreign market entrants.

Who to speak with

Property, expansion or operations lead

These are suggested buyer groups. Confirm the company's current needs and the right contact before preparing a proposal.

05 / SECTOR OPPORTUNITIES

Turn the context into a useful conversation.

Use one of these approaches to begin a focused discussion. Learn what the customer needs before deciding whether to prepare a proposal.

01

Choose your starting point

Choose a district and property type you know. Research occupiers seeking space separately from owners considering how to use their property.

Next step

Research a small group of relevant firms.

02

Define the work together

Establish intended use, space requirements and budget. Check property authority and suitability against the relevant documents.

Next step

Write down the agreed requirements.

03

Look across borders

Foreign occupiers entering a local market provide an international route without assuming overseas brokerage coverage.

Next step

Check how you would deliver the work.

ANIVO / PRACTICAL WORKFLOW

From research to the first conversation.

1. **Define the search.** Describe your service, target customer and market in Anivo.
2. **Review the plan.** Check the proposed research approach before starting.
3. **Assess the firms.** Review company information and save suitable firms to the CRM with your notes.
4. **Prepare your introduction.** Review the email draft before sending. Track replies and the next step in the company record.

Make the message relevant

In your introduction, explain why you are contacting this company and which part of its work you can support. Ask one clear question that can start a useful conversation.

06 / SOURCES AND NOTES

Read the original sources.

Use these links to read the original publications. The date beside each indicator is its measurement period, which may be earlier than this report.

S01 Global Real Estate Perspective: Highlights, p. 5

JLL · February 2025

www.jll.com ↗

How we prepared this brief

We selected published indicators to explain the market context. Customer groups and suggested approaches are Anivo's practical interpretation of that context.

When using the figures

Keep the stated dates and geography when sharing a figure. Wider-sector data do not measure every specialist service. Source updates may change the published values.

Choose one group. Begin one conversation.

Use the customer profiles to select a manageable starting point. Learn about the company's needs, then decide whether your service is a fit.

Related sector workflow · anivoapp.com/for/commercial-real-estate-agencies/

Sources accessed 29 October 2026 · OCTOBER 2026 EDITION