Competitive Analysis:

* Nichols Company
* Keith Corporation
* The Morgan Companies
* Park Commercial Real Estate
* Beacon Development Group
* Summit Properties International
* Costello Real Estate and Investments

Social media analysis:

Nichols:

All of their pages have the exact same content other than their Vimeo: Content is extremely accurate, has a good structure to it, great relevant engagement. Also in-depth, business casual tone, they generally post listings, closed listings, properties they’ve represented, it’s a very young brand, great Bio set up

Vimeo: This is where the meat of their content lives. They have videos of properties that they currently have on the market. These videos have fly overs, ground ups, even renderings of what could be surrounding it.

Highest engagement pieces of content:

* Press releases
* New listings
* Closed listings

Key partnerships:

* CLT development page
* CLT business group page
* Charlotte publication companies

Can easily beat - Keith Corporation: Content is very vague, yet accurate to who they want to target. Great relevant engagement, their content, however, stopped in 2020 and is not very in-depth. Basic construction projects and property listings (though their property listings are highly engaged). Business casual tone.

On their LinkedIn, they are much more active. Very business casual tone of writing. They focus highly on closed listings, current projects they are working on, current listings, etc.

YouTube: Their YouTube is inactive and more of a “parking space” for the videos that are on their website; however, their most popular videos are their story (likely because it is embedded on their website), and a few of their properties and the services they offer.

Highest engagement pieces of content:

* Company culture
* Featured articles about them
* Property listings
* Videos

Key partnerships:

* CLT Alliance
* Commercial (city skyline) property photographers
* Construction companies

Costello: The content they post is the same every channel with the exception of their YouTube channel

As far as accuracy goes, their content is accurate to where it is meant to serve as being authoritative. They content like:

* PR/Charity events
* Company culture
* Commercial real estate news in Charlotte

They make their content heavily focused on targeting investors.

Their content in-depth they have a much more casual and fun tone their content style

They post a new piece of content every day.

* Motion graphics
* Photos
* Videos
* Branded photos of listings

Highest engagement pieces of content:

* Area updates
* New Property listings
* Closed properties

Key Partnerships:

* CLT Business Group
* Local contractors
* Charlotte Development
* Charlotte publication companies
* Explore Charlotte

NOTE: Each agent has a social media profile that they are active on

The Morgan Companies:

The Morgan Companies has a slightly different strategy from the rest of the competitors in that they highlight PR, partnerships with organizations, ribbon cuttings, as well as property listings