

# 4 Tips to Make Your Livestreams More Engaging



Livestreaming, for those who want to make an impact and build an audience, requires more than just going live and hoping all goes well. With some pre-planning, those who livestream on a regular basis can reach more people and have a bigger impact.

**Here are some tips for making your livestream broadcasts more engaging:**

- **Body language counts.** Pay attention to your body language when you go live. Consider your clothing as well, opting for non-distracting solid colors. Look people in the eye and pay attention to your posture.
- **Have the right tools.** You should have all the things needed to do your style of livestreaming, including backup power, microphones, a backdrop, webcam and a

solid internet connection. Make sure you don't have any background noise and turn off sources of interruptions such as ringing phones or computer notifications.

- **Broadcast regularly.** In order to build and keep an audience, people need to hear from you. Consider livestreaming a new listing once a week or giving a market update. Go live at least once a week and ideally at the same time to build a habit with your audience.
- **Timing matters.** The analytics matter. Pay attention to when you post your livestreaming events so that you can review the analytics. Nail down when your audience is active and engaged so you can maximize your viewership and engagement.

*Source: GetVokl at getvokl.com.*

## NOW YOU KNOW

The industrial sector appears to be the only asset class in commercial real estate poised to weather a devastating downturn caused by the coronavirus. Demand for distribution centers and other warehouses already was at a record high in many markets even before the coronavirus. Now, e-commerce companies need the space to fulfill orders from consumers who increasingly shop online—a trend that will likely continue in the months ahead as people look to limit exposure to the virus. *Source: Dr. Rebel Cole, Ph.D., a finance professor at Florida Atlantic University's College of Business*

## Office and Industrial Tenants Look to Purchase Rather Than Lease

A growing number of manufacturing, distribution and office tenants are considering purchasing their own properties, rather than lease.

BY RICHARD WESTLUND

**“W**e’re seeing more business buyers who want to have control over their space,” says Amy Calandrino, broker-owner, Beyond Commercial in Maitland and president of the Central District of the Florida CCIM Chapter. “Tenants who have good financials are the most serious about making such a move.”

One of the reasons is that landlords concerned about the COVID-19 public health threat are implementing restrictions on access and use of common areas, especially in large, multi-tenant office buildings. “While some employees like working from home, others are far more productive in an office setting,” Calandrino says. However, landlords may set limits on the number of people in the building or the hours of operation that might not align with the business’s needs.

### INDUSTRIAL SPACES

However, those types of issues are different in a manufacturing or warehouse space, which typically has fewer people who are working farther apart in the facility. Industrial tenants are often considered “essential businesses” whose operations need to be performed on a commercial property rather than from home, Calandrino says.

Calandrino recently represented a manufacturing business that purchased a 50,000-square-foot facility in Apopka, north of Orlando. “The business was growing, so rather than lease more space, he decided to buy,” she says. “We went under contract in April but weren’t able to close until July because of the changing COVID situation.” But she points out that financing these types of purchases can be an issue, due to strict underwriting requirements. “Businesses can’t use their Payroll Protection Program (PPP) loans to buy a property,” she adds.

### CONTROLLING COSTS

Regardless of property type, business owners continue to look for ways to control their costs while maximizing employee productivity, says Calandrino. “The No. 1 expense for most companies is their people. If they’re not productive at home, then they need to come to the workplace. At that point, the owner can consider whether leasing or owning makes the most sense.”

*Richard Westlund is a Miami-based freelance writer.*