



## RealtyShares Survey Shows Many Americans Believe Commercial Real Estate is Critical to Improving Local Communities

***More than half of U.S. adults would invest but access and affordability are perceived as barriers***

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SAN FRANCISCO--(BUSINESS WIRE)--RealtyShares, a leading online marketplace for real estate investing, today announced the results from its Commercial Real Estate Investing Survey. The survey, conducted online among over 2,000 U.S. adults in December 2017 by Harris Poll on its behalf, underscores that many Americans believe commercial real estate is a catalyst for improving local communities.

The survey found that a quarter of U.S. adults (25%) felt commercial real estate investment has the biggest impact on enhancing the reputation of a community. Roughly 1 in 5 of those who have or are currently investing in commercial real estate have done so for reasons that may support their community, like helping a friend or family member with capital for a commercial real estate investment (20%) or needing a facility for their own business (17%).

While some are already involved, the survey revealed fifty-three percent of Americans would invest in commercial real estate within their communities if given a chance. For those who have never invested in commercial real estate, affordability and access were the major roadblocks. Sixty-one percent believe they lack the necessary funds, while 19 percent don't know how to invest. This may be creating an investing gap, as nearly 9 out of 10 Americans (89%) have never invested in commercial real estate, according to the report.

"People clearly see commercial real estate as a driver to a healthy, thriving community, and they're interested in participating," said Edward Forst, CEO of RealtyShares. "RealtyShares can bridge the gap between interest and participation. Our platform allows investors the opportunity to participate in quality real estate projects across the nation."

Millennials appear more eager to tap into this multi-billion dollar asset class than some older adults. The survey found 67 percent of Americans ages 18-34 would invest in local commercial real estate if given the chance (compared to 45% of adults ages 45+). The biggest hindrance to commercial real estate investing, according to millennials, may be the perceived lack of opportunity. Seventy-one percent want investing in these type of properties within their community to be easier, and 62 percent are looking to their local government to attract more commercial real estate investment.

For the full RealtyShares Commercial Real Estate Investment Survey, please visit the [RealtyShares blog](#).

To learn about RealtyShares and how to invest in commercial real estate projects in your community and beyond, please visit [www.realtyshares.com](http://www.realtyshares.com).

## **Methodology**

The RealtyShares Commercial Real Estate Investing Survey was conducted online within the United States by Harris Poll on behalf of RealtyShares from December 1 through December 5, 2017 among 2,066 U.S. adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Jessica Taylor <[press@realtyshares.com](mailto:press@realtyshares.com)>.

## **About RealtyShares**

RealtyShares is transforming the real estate investment landscape by connecting borrowers and sponsors to debt and equity capital from accredited and institutional investors, across an array of financing products. Private investments are highly illiquid and risky and are not suitable for all investors. Through the RealtyShares website, these investors can browse investment opportunities, perform due diligence, invest online and gain 24/7 access to an investor dashboard to watch how their investments are performing. RealtyShares offers securities through [North Capital Private Securities Corporation](#), member [FINRA/SIPC](#). For more information on how to become a real estate investor or to seek capital through the RealtyShares marketplace, please visit [www.realtyshares.com](http://www.realtyshares.com).

## **Contacts**

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## Tweets by @realtyshares

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"Real Estate cannot be lost or stolen, nor can it be carried away. Purchased with common sense, paid for in full, and managed with reasonable care, it is about the safest investment in the world -Franklin D. Roosevelt #WednesdayWisdom

Mar 8, 2018

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