



PeopleLinx Launches Commercial Real Estate Owner-Origination Solution for REITs and Brokerage Teams

New managed revenue-orchestration program helps commercial real estate professionals build qualified acquisition and representation pipelines.

MIAMI, FL, UNITED STATES, September 8, 2026 /EINPresswire.com/ -- PeopleLinx, a revenue-orchestration platform for relationship-driven sales organizations, today announced a commercial real estate solution for REITs, investment-sales brokers, acquisition teams, and other property professionals.

The PeopleLinx Commercial Real Estate Owner-Origination Solution combines property and company research, contact intelligence, personalized outreach, response management, lead qualification, and dedicated support to help teams engage the people behind commercial properties.

"Commercial real estate professionals know which properties and markets they want to pursue, but they often lack a reliable path to the actual owners and decision-makers behind those assets," said Patrick Baynes, CEO of PeopleLinx. "PeopleLinx turns a client's investment or representation thesis into an organized owner-origination program. We help identify the right properties, find credible paths to ownership, and start qualified conversations at scale."

Addressing a Fragmented Ownership Market

Commercial property ownership is often distributed across LLCs, partnerships, family offices, development companies, private investors, institutional funds, and complex portfolios. Public records may identify a legal entity without revealing the principal authorized to discuss a transaction, while a building's occupant may be a tenant rather than its owner.

PeopleLinx connects property, entity, company, occupant, and people-level intelligence to uncover credible ownership paths. Tenants, operators, or advisors may also provide owner introductions, opening relationships beyond a team's existing databases and broker network.

How the PeopleLinx Solution Works:

Each engagement begins with the client's acquisition, disposition, leasing, or representation strategy. Targeting may include asset class, geography, property size and value, ownership and

tenant profiles, acquisition criteria, disposition signals, and market triggers.

PeopleLinx builds a target universe, researches properties and companies, identifies ownership paths, and conducts personalized outreach. Responses are reviewed and routed to the appropriate professional with available property and relationship context.

The solution supports two primary use cases:

Always-On Owner Origination:

PeopleLinx engages owners relevant to future acquisitions, dispositions, valuations, recapitalizations, refinancing, leasing assignments, or brokerage representation.

Deal and Opportunity Promotion:

Teams can promote listings, confidential offerings, buyer requirements, leasing opportunities, portfolio transactions, market reports, and expansion strategies to defined audiences.

Initial Broker Programs Demonstrate Market Potential

The solution builds on programs involving a Marcus & Millichap-affiliated broker in the Northeast and NAI Global-affiliated brokers in the Carolinas. Results included:

- Email open rates ranging from 60% to 70%
- Response rates ranging from 4% to 15%
- Approximately three to 10 qualified leads per week
- Owner conversations, introductions, and relationships unavailable in existing databases

The participating brokers continued working with PeopleLinx following the initial pilots.

“These programs demonstrated that the value goes well beyond an email response,” Baynes said. “A tenant may clarify the ownership structure. An operator may introduce the principal. A conversation about one building may uncover a larger portfolio. Each interaction can create a new path into an ownership network.”

References to broker affiliations provide professional and regional context only. The programs described do not represent enterprise-wide engagements with or endorsements by Marcus & Millichap or NAI Global.

Built for REIT Acquisition and Growth Strategies

REITs and scaled investment platforms can translate defined acquisition criteria into targeted owner engagement. PeopleLinx helps identify privately held and off-market properties, family- or locally owned portfolios, owner-operated assets, properties held through individual LLCs, and owners outside institutional networks.

“One qualified owner relationship can influence a multimillion-dollar transaction,” Baynes said. “A repeatable system for creating those relationships can influence an entire acquisition or representation pipeline.”

Pilot Programs Now Available

PeopleLinx is accepting brokers, brokerage teams, REITs, and investment platforms for focused pilots covering an asset class, one or two priority markets, defined ownership criteria, approved outreach, and agreed qualification and routing standards.

Performance can be evaluated through verified ownership paths, responses, qualified conversations, introductions, meetings, accepted opportunities, potential property value, and pipeline influenced.

About PeopleLinx

PeopleLinx helps relationship-driven sales organizations identify ideal prospects, build proprietary market intelligence, launch personalized outreach, manage responses, and create qualified pipeline at scale. Its connected system combines technology, data, automation, and hands-on account support without requiring additional internal prospecting headcount.

For more information or to discuss a commercial real estate pilot, visit <https://peoplelinx.com/talk-to-sales>.

PeopleLinx
+1 215-282-5175

[email us here](#)

Ashley Hovanes

Visit us on social media:

[LinkedIn](#)

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