

Revolutionizing Commercial Real Estate

GoFishCommercial.com creator stocks the pond with easy-to-find listings | by Karen Burkhartzmeyer

Simple ideas are usually the most successful. That's proving to be the case for a Web site that's changing the face of commercial real estate.

In just over a year, GoFishCommercial.com, headquartered in Minneapolis, MN, has become the largest database of commercial real estate listings for sale or lease in the upper Midwest.

It's free and easy to use, and its creator still can't believe nobody thought of it before.

"There was nothing that offered all this information online," says GoFish CEO Kristi Oman. "The Internet is a powerful tool, but when it came to commercial real estate, no one was using it to its fullest potential."

Oman, a serial entrepreneur and real estate developer, knew she could do better.

"I used the name GoFish because I wanted something that was easy enough for a kid to use," says Oman, in reference to the classic children's card game."

Listing real estate takes only minutes and is free. However, with so many properties on the site, more and more sellers are choosing to pay a monthly fee to upgrade their listings to move them to the top of the search results.

Advertisers are finding that GoFish banner ads are a big boost to their business.

GoFishCommercial.com

A free search engine of commercial real estate listings for sale or lease

Properties listed: 270 million square feet

Hits per month: 1.03 million

Markets covered: Minneapolis/ St. Paul, Chicago, and expanding to New York, Los Angeles and Dallas



Photo: Orin Rutchick

GoFishCommercial.com creator and CEO Kristi Oman

Silber, VP of sales and marketing. "Now they're knocking on our door."

The formula is working, with heavy hitters such as Northland Securities and CB Richard Ellis using the site for major exposure.

Fast, efficient exchange of information has led to rapid success for GoFishCommercial.com. However, Oman, inspired by her parents' work ethic and character, is not content to sit back and relax.

She's continually finding ways to improve the site with a new broker-to-broker directory, vendor resource page, and real estate news and feature articles.

Now GoFish is expanding to Chicago and will soon move into New York, Los Angeles and Dallas.

"It really is a simple concept," says Oman, "but when you can find millions of dollars worth of property with the click of a mouse, it's also amazingly powerful."

"When we were first starting out, we really had to work hard to find advertisers," says Asher

"... it's only been a few weeks and we already have a building under contract with someone who found us through GoFish. Results are hard to ignore."

Reed Herreid —
JAVA Properties

"It's obvious that GoFish is client and market driven. I appreciate how easy it is to work with GoFish. And best of all, it's free."

Will Leaf —
Colliers International

"I've used other search engines before, but GoFish is consistent, up-to-date and I would recommend it to anyone."

Eli Russell —
JGM Properties

