



ESA DIGITAL

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Real Estate & Construction SaaS Organic ROI Forecast 2027

Property management, leasing and construction management software · US search demand · global AI visibility

Industry report · Prepared by **ESA Digital** · Ahrefs Site Explorer, Keywords Explorer + Brand Radar

[Check interactive report](#)

1. Key findings

FINDINGS

- A Demand splits across four doors.** 3.2M US searches/mo across eight topics. Property Management (630K: "property management", 65K/mo), Market Data (620K: "housing market", 110K), Real Estate Investing (570K) and Commercial Real Estate (520K: "cap rate") are 16–20% each.
- B Landlord tasks are the buyer-shaped door.** Landlord Tasks (380K: "eviction notice", 29K; "what is a security deposit", 38K) and Rent Collection & Leasing (290K: "lease agreement", 41K) are 21% together. Construction management is 4%.
- C Procore leads organic search.** It gets 917K visits/mo on 66K keywords. AppFolio, Yardi, Buildium and DoorLoop each sit between 55K and 115K visits, mostly on their brand names.
- D AI visibility goes to construction and big landlords' tools.** Procore holds 43.4% of the set's 3.8M AI impressions/mo and Yardi 22.0%, much of it via RentCafe. "What are the top 5 software for landlords?" cites turbotenant.com, buildium.com and avail.co.
- E Organic search pays back at the median.** Taking the median annual contract in the segment (\$17.8K), a Growth project brings about 98 customers and \$955K of paid revenue on \$263K over 24 months (ROI 263%, break-even in month 16). With bottom-quartile contracts and lead rates it still returns \$280K (ROI 7%).

WHAT TO DO

Publish the landlord and property-manager guides people search (lease agreements, eviction rules by state, security deposits, rent collection), each with a template. Add calculators for investors (cap rate, cash-on-cash, NOI), which attract the owners who buy the software.

2. SEO Opportunities

RELEVANT CONTENT IDEAS

3 818

TOPICAL CLUSTERS

8

MONTHLY SEARCH VOLUME

3 195 910

CLUSTER	VOLUME SHARE	IDEAS	VOL/MO
Property Management Software ↗	19.1%	484	630 400
Market Data ↗	18.8%	496	619 550
Real Estate Investing ↗	17.4%	488	573 450
Commercial Real Estate ↗	15.9%	477	523 750
Landlord Tasks ↗	11.6%	455	384 600
Rent Collection & Leasing ↗	8.7%	458	288 450
Construction Management ↗	4.2%	485	137 600
Accounting for Real Estate ↗	1.2%	475	38 110
Relevant total	96.8%	3 818	3 195 910
Off-topic / adjacent — excluded	3.2%	168	106 120
Total		3 986	3 302 030

How this was built >

FINDINGS

Property Management (19.7%), Market Data (19.4%), Real Estate Investing (17.9%) and Commercial Real Estate (16.4%) lead. Landlord Tasks (12.0%) and Rent Collection & Leasing (9.0%) are closest to a software decision; construction management is 4.3%.

WHAT TO DO

Lead with state-by-state landlord guides and free lease and notice templates, then “best property management software for ...” pages by portfolio size. For construction, punch-list and scheduling templates.

3. Competitive Landscape

3.1 Organic SEO — Ahrefs Site Explorer

BRAND	ORG. TRAFFIC/MO ↓	ORG. KEYWORDS	TOP 3	BACKLINKS	ORG. VALUE	DR
Procore ↗ procore.com	916 604	65 850	18 203	1 847 263	\$2.2M	83
AppFolio ↗ appfolio.com	113 781	2 079	874	30 489 092	\$643K	90
Yardi ↗ yardi.com	88 400	1 981	1 174	18 688 898	\$309K	89
Buildium ↗ buildium.com	66 916	2 612	937	427 430	\$354K	76
DoorLoop ↗ doorloop.com	54 682	8 173	2 783	168 467	\$163K	80

Click column header → sort. Click brand row → SEO dashboard. Bars are normalized per column.

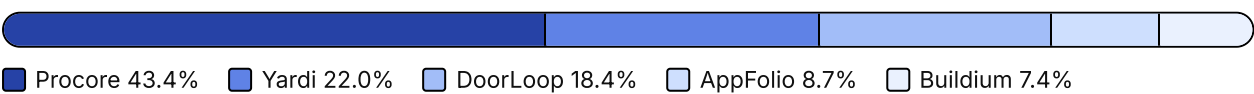
3.2 AI Visibility — Brand Radar (impressions/month)

BRAND	CHATGPT	AI OVERVIEWS	AI MODE	TOTAL ↓
Procore ↗ procore.com	575 716	759 308	323 992	1 659 016
Yardi ↗ yardi.com	309 062	355 338	178 693	843 093
DoorLoop ↗ doorloop.com	93 908	433 586	178 012	705 506
AppFolio ↗ appfolio.com	119 949	139 487	74 907	334 343
Buildium ↗ buildium.com	120 918	83 268	77 896	282 082

Click column header → sort. Click row → ChatGPT citation prompts. Brand Radar matches **brand names**, not domains.

3.3 AI Share of Voice

Procore 43.4% — the 5 brands in this set hold **3 824 040** AI impressions/mo across ChatGPT, AI Overviews & AI Mode.



FINDINGS

The five brands hold 3.8M AI impressions/mo across ChatGPT, AI Overviews and AI Mode. Procore (43.4%) and Yardi (22.0%) lead, then DoorLoop (18.4%), AppFolio (8.7%) and Buildium (7.4%). CoStar is left out of the set: its name collides with other phrases in AI answers, so its count was mostly noise.

WHAT TO DO

Answer “what does it do” and pricing questions on your own pages, and get into landlord-software roundups, which AI answers cite on category prompts.

4. ROI Forecast

INDUSTRY BENCHMARK

Weak

Typical

Strong

×

PACKAGE

Start

Growth

Scale

×

PERIOD

12m

24m

36m

Forecast outcomes

BREAK-EVEN

Month 16

24M REVENUE

\$955K

24M ROI

263%

24M PROFIT

\$692K

Investment

PROJECT COST

\$263K

PUBLISHED PAGES

600

NEW CUSTOMERS

98

COST PER CUSTOMER

\$3K

Parameters

PACKAGE INPUTS

Pages / month 25

Monthly cost \$11K

CONVERSION FUNNEL · TYPICAL TIER

Visit → Lead 0.5%

Lead → Customer 3.7%

Contract value / yr \$18K

CONTENT PERFORMANCE

Months to peak 7

Avg visits/page 180

Success rate 60%

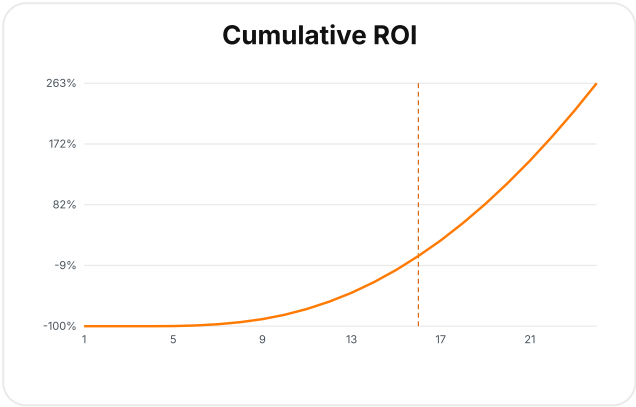
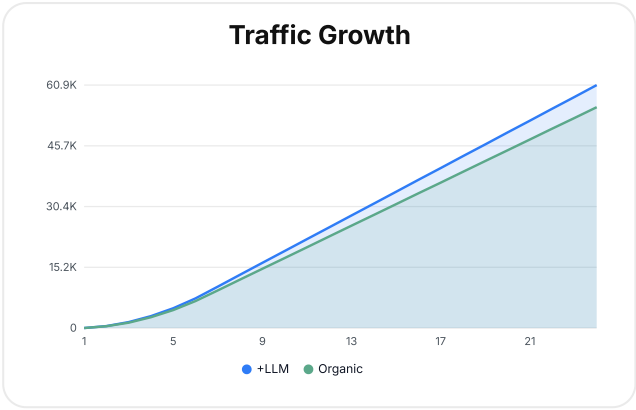
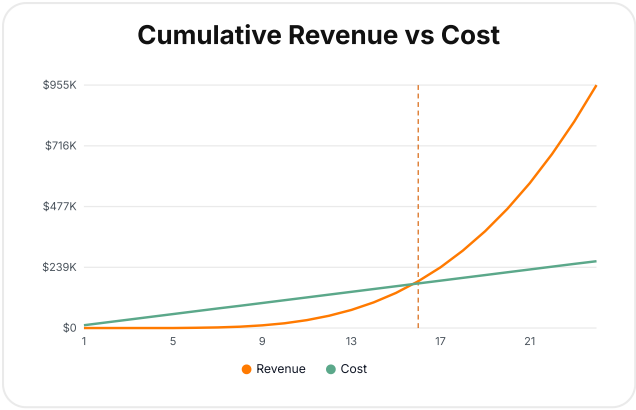
AI / GEO LIFT

LLM ratio 0.1x

LLM conv boost 2x

[Dive deeper — change parameters in the ROI calculator ↗](#)

– Open the interactive model to adjust assumptions yourself.



MONTHS	PAGES	ORGANIC	LLM	LEADS	CUSTOMERS	REVENUE	ROI
1	25	0	0	0	0.0	\$0	-100%
2	50	450	45	3	0.0	\$0	-100%
3	75	1.4K	135	8	0.0	\$0	-100%
4	100	2.7K	270	16	0.0	\$0	-100%
5	125	4.5K	450	27	0.1	\$148	-100%
6	150	6.8K	675	41	0.3	\$593	-99%
7	175	9.4K	945	57	0.6	\$1K	-97%
8	200	12.2K	1.2K	73	1.0	\$3K	-94%
9	225	14.8K	1.5K	89	1.5	\$5K	-89%
10	250	17.6K	1.8K	105	2.1	\$8K	-83%
11	275	20.3K	2.0K	122	2.7	\$12K	-74%
12	300	22.9K	2.3K	138	3.3	\$17K	-63%
13	325	25.6K	2.6K	154	3.9	\$23K	-50%
14	350	28.4K	2.8K	170	4.5	\$30K	-34%
15	375	31.1K	3.1K	186	5.1	\$37K	-16%
16	400	33.8K	3.4K	203	5.7	\$46K	5%
17	425	36.5K	3.6K	219	6.3	\$55K	28%
18	450	39.1K	3.9K	235	6.9	\$65K	54%
19	475	41.9K	4.2K	251	7.5	\$76K	83%
20	500	44.5K	4.5K	267	8.1	\$88K	114%
21	525	47.3K	4.7K	284	8.7	\$101K	147%
22	550	50.0K	5.0K	300	9.3	\$114K	184%
23	575	52.6K	5.3K	316	9.9	\$128K	222%

MONTHS	PAGES	ORGANIC	LLM	LEADS	CUSTOMERS	REVENUE	ROI
24	600	55.4K	5.5K	332	10	\$143K	263%

ESA ROI Calculator · Start 10/\$5.5K · Growth 25/\$10.95K · Scale 40/\$15.5K · peak 7 mo, success 60%, 180 visits/page, no brand-search layer, contract value billed monthly from 3 months after the lead, 88% kept from year 2, LLM 0.1×, LLM conv ×2. Funnel inputs follow the industry benchmark switch (Weak / Typical / Strong = bottom quartile / median / top quartile of the category). Weak / Typical / Strong combine the lead-rate estimate (0.25 / 0.5 / 0.95%) with the bottom-quartile / median / top-quartile contract. Contract value is what a typical buyer pays a vendor of the segment per year on Vendr; Vendr buyers are mostly companies with a procurement process, so contracts at small-business vendors are likely smaller. Visit → lead for content pages is an ESA estimate (no open benchmark for blog traffic).

FINDINGS

On the Growth package over 24 months, the median scenario (Typical tier: 0.5% of visitors leave a lead, 3.7% of leads become customers, \$17.8K a year per customer) turns a **\$263K** project into about **98 customers** and **\$955K** of revenue paid within the period (ROI 263%), breaking even in month 16. Revenue is counted as it is billed: each customer pays a twelfth of the contract a month, starting three months after the lead, and 88% is kept from year 2. Weak returns \$280K (ROI 7%); Strong, with top-quartile lead rates and contracts, \$3.32M.

WHAT TO DO

Check two numbers against your own CRM before reading the forecast: how many content visitors leave a lead, and your average first-year contract. If you sell mostly to small businesses, your contracts are likely below the Vendr median; replace the contract value with yours. Scale over 36 months returns \$6.61M in the median scenario.

Sources & Benchmarks

I. Sources

- **Content** — [Ahrefs Keywords Explorer](#) (US volumes) + [ESA](#) intent clustering
- **Organic SEO** — [Ahrefs Site Explorer](#)
- **AI Visibility** — [Ahrefs Brand Radar](#) (ChatGPT / AI Overviews / AI Mode; citations API limit 25)
- **ROI** — [ESA ROI Calculator](#) + service packages
- **Industry benchmarks** — [First Page Sage](#), [Average SaaS Conversion Rates: 2026 Report](#), [Vendr](#), [SaaS pricing pages](#) (262 vendors), [Benchmarkit](#), [2025 B2B SaaS Performance Metrics Benchmarks](#), [Ebsta & Pavilion](#), [2025 GTM Benchmarks](#), [Unbounce](#), [Conversion Benchmark Report 2024 \(SaaS\)](#)

II. Benchmarks

Reference ranges for a B2B SaaS funnel from search — Visit → Lead → Customer — with the segment’s annual contract value. Rows marked **ROI-model input** feed the forecast above. All figures are modelled estimates on the stated inputs, not guarantees.

II.A. Conversion — industry benchmarks

FUNNEL STEP	WEAK → TYPICAL → STRONG	SOURCE / NOTE
Visit → Lead (content page)	 Weak 0.2%Typical 0.5%Strong 0.95%	ROI-model input. ESA estimate: about a quarter of the landing-page rate
Visit → Lead (landing page, search)	 Weak 1%Typical 2.5%Strong 3.8%	First Page Sage 2026, Unbounce 2024
Lead → Customer	 Weak 3.7%Typical 3.5%Strong 3.7%	ROI-model input. First Page Sage 2026 (no spread published)
Lead stages: qualified → SQL → opportunity → won	 Typical 41% → 51% → 49% Weak 11% → 51% → 49%Strong 36%	First Page Sage 2026
Annual contract value	 Weak \$10.5KTypical \$17.8KStrong \$32.7K	ROI-model input. Vendr: bottom quartile / median / top quartile of vendors
Sales cycle / win rate	 WeakTypical 91 days / 18%Strong —	Ebsta & Pavilion 2025; the model starts billing 3 months after the lead
Revenue kept after a year (without / with expansion)	 WeakTypical 88% / 100%Strong —	Benchmarkit 2025; the model keeps 88%
Avg. visits per page (peak)	180 visits	ROI-model input. Model setting of the ESA ROI Calculator: 180 visits a month per new page at peak, 60% of pages ranking. No brand-search layer is added for SaaS: only the pages’ own

		traffic and AI referrals count.
Annual contract value	\$18K	ROI-model input. Vendr pricing data for the segment's vendors: annual contract a typical buyer pays (bottom quartile / median / top quartile).

II.B. GEO benchmark ranges

GEO METRIC	EARLY	HEALTHY	AI-HEAVY	NOTES
LLM traffic ratio	0.01–0.04×	0.05–0.12×	0.15–0.30×	LLM referrals as a multiple of organic
LLM conversion boost	+50–120%	+300–500%	+400–700%	ChatGPT highest; AI Overviews lowest
Content success rate	30–50%	45–65%	50–70%	Service pages and how-to content rank best
Months to peak	3–6	6–14	14–24	Per published cohort
Brand traffic multiplier	0.05–0.15×	0.20–0.40×	0.45–0.90×	Not used: the model counts only the pages' own traffic