



Direct Marketing and Listing Pitch Checklist for Commercial Real Estate Brokers

Make every listing pitch with a new client a very specific process cumulatively matched to market conditions

Market Coverage

Show the client exactly how you will connect with the market in a very specific way. Put yourself into the marketing process. Give them a Gantt chart of the campaign coverage.

Capture the Target Market

Make sure that your approach to the property and the client will be aligned to the the target market specifically. Show the client what the target market is and exactly how you will open the door to enquiry and inspections.

Database leverage and alignment

If you are a top agent you will have a database that will be 'solid leverage' in the listing and pitching process. Make sure that your database is fully researched as part of every listing pitch. Give the client an immediate database strategy.

Direct Marketing Solutions

Generic marketing doesn't work very well today in any way. As part of an exclusive listing process, provide the client with very specific direct marketing solution to add drive and focus to their property need.

*Commercial
Property
Marketing
Alignment*