



Time Tactics for Commercial Real Estate Salespeople

In commercial real estate, how you use your time will impact directly into your property listing opportunity and your commissions. Time is your only resource over which you have total control as a salesperson. If someone else takes control of your time or you do not control your time well, then you will fail or underperform, it's that simple.

If you want to be successful as a salesperson there are a few ways of handling this time management fact without making it complicated and frustrating. Basically for any process to be real and useable, it has to be simple.

In simple terms if you want to be successful as a salesperson in the property industry, you should plan your week ahead so you allocate time correctly to the essential tasks that build your business and your income. This means allocate key periods of time each day to do the big and essential issues such as prospecting, and then acting consistently to bring them about.

These are the most important facts and tasks



for commercial real estate salespeople in order of priority. The first 2 on the list are non-negotiable daily tasks and lead to everything else:

1. Research new target properties and property owners to contact in your local area that may be a source of new listings. The quality of your research is foundational on getting good outcomes here.
2. Prospecting calls and meetings for new business and listings each day; this is with well-established and qualified property owners, business owners, and tenants in your local area.
3. Property market information providing relevant information to local property own-

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ers and tenants about the local market activity and opportunity.

4. Listing presentations and sales pitches to identified prospects that may need to sell or lease their property.
5. Accurately listing the property so that all relevant information and covenants are identified to take it to market.
6. Constructing and running effective marketing campaigns for your new listings in ways that attract maximum enquiry from the local area and the local businesses.
7. Servicing your existing listings so you find qualified buyers or tenants as the case may be for your clients.
8. Inspecting property listings with qualified buyers or tenants, and then following up on the result. As part of that process you should then be advising the client of the inspection outcomes and recommendations as the case may be.
9. Negotiating and documenting offers for your property listings in ways that keep the transactions moving ahead in a timely way for the clients.



10. Closing on current negotiations and then drafting correct and accurate documentation that will take the sale or lease to finality with minimal special conditions or hurdles.
11. Following through on existing contracts or leases so the momentum will be maintained towards contract or lease completion for your client.
12. Maintaining accurate and detailed records of all communications in property sales or leases

Sometimes salespeople will just drop, underperform, or overlook parts of this list. That is when listing results and commissions become less frequent and the real estate business becomes

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frustrating or challenging. There are no shortcuts when it comes to property marketing and your career in real estate; it has to be done well. Unexpected things happen every day, but the above list is inflexible.



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This is another quality resource from the Commercial Real Estate Training Online Series. Contact us below:

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