

Marketing Systems for Commercial Real Estate Agents

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In today's property market, we have marketing systems to support our personal branding and our property listings. These are two distinctly different challenges when it comes to marketing. The properties will come and go from the market, however your personal brand needs to consolidate and grow.

So let's look at some different aspects of marketing and the challenges to be handled.

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When it comes to property marketing, you will be competing against other properties, the market trends, and other agents. Through all of this, you need to attract the right level of enquiry and then qualify that enquiry for potential conversion. Given that the property market currently is rather challenging, every marketing effort must be specific, direct, and effective.

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The ultimate goal of every marketing campaign should be to establish enquiry from the target market. When you get enquiry, you can create inspections. Over time the enquiry that you create will allow you to improve your database of qualified prospects; those qualified prospects can go into your database for regular ongoing contact. That is exactly what top agents do and how they create better transactions from the market over time.

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To correctly market a property today, you need sufficient funds and a dedicated marketing campaign. Vendor paid marketing should be the rule and not the exception. That being said, you should also ask for an exclusive listing to allow you to spend the necessary time in marketing the property for the clients that you serve.

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The property market today requires real effort on the part of the agent. That effort can only come through exclusive listings. Those exclusive listings also allow us to build our market share and database of qualified prospects.

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Here are some factors to incorporate into a property marketing plan:

1. Determine the features relative to the subject listing. Those features and improvements will dictate the target audience. The advertising that you create should be directed at the target audience with a consistent message relative to the property.

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2. You will need to determine those three or four factors that create the interest relative to the property today. Those three or four factors will need to feature in each and every advertising or media channel used. Consistency is the key when it comes to property marketing. Every advertisement should send the right message consistently, given that the same person may see the property in a number of different media channels. Eventually the right message could very well encourage the person to lift the telephone and make an enquiry.

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3. Understand the differences between the different types of marketing today, and use the ones that are most successful for your property type and local area. In most cases, newspaper advertising is becoming less relevant to the commercial property industry. Direct marketing and internet marketing are taking over as the tools of choice when it comes to creating property enquiry.

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4. Research the keywords that are used on the search engines relative to your property location and property type. Those keywords can be easily researched and then incorporated into your property advertising and marketing. That will therefore allow each advertisement to be tuned to the requirements of property enquiry today.

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5. As part of the property marketing effort, use plenty of professionally taken photographs in the advertising and in the brochures. You can always see when those professional photographs are used. The placement of the property on the Internet will also be enhanced by quality professional photographs. Most commercial salespeople and agents do not have the knowledge and experience to take photographs from the right angle or the time of day. You only have one chance to market the property, and on that basis the photographs need to help you in every way possible. The cost of getting the photography done is minimal when you consider the value of the property and the potential sale price or rental.

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When it comes to marketing any commercial property today, create a plan relative to the client, the area, and the property. Drive that plan in a way that encourages enquiry. It is the enquiry that you want and that will help you with conversions.

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- Are urged to seek independent legal advice with respect to the matters traversed in this material; and*
- Are urged to undertake further studies into legislation and practices that apply in their location.*

This is another quality resource from the
Commercial Real Estate Training Online Series.

Contact us below:

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