

2017

3 Best Ways to Bring More Buyers to Your Commercial Property



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The time on market for your commercial property can be lengthy today unless you understand exactly who you are marketing the property to and what that target audience is actually looking for by way of property type, age, improvements, location, and price.

In simple terms, you need to attract more enquiry from every marketing campaign. That's what good real estate agents do; it is not a matter of list a property and hope today.

Today's Facts

Every property today must be correctly listed and comprehensively promoted. The experience of the agent or salesperson is now more important than ever before in attracting the target market for the listing. Clients pay good money for that service; exclusivity is part of that process.

So, attracting buyers today can be a bit tricky. Defining the target market will help you when it comes to selling every commercial or retail property. When you as the agent set the target market, you then know what needs to be said in the advertisements and on the internet.

Buyer Attraction

The 3 best ways to bring in more buyers to your commercial property are:

1. Internet listing is the best way to get the message of the property to many people at one time.

It is also highly cost effective. When you draft the advertisements, have due regard to the keywords that people use when searching for particular properties and locations on the internet. You can get these keywords from a keyword search on the larger search engines. Every property advert should feature a mixture of dot points of features, and narrative of explanation. Simplicity creates more enquiry so use the 'simple rule' when you create advertising copy. A photo of the property will attract more enquiry, so ensure that the images you use are of high quality and that they have been taken at the right angles. Use the industry portals for internet listings and have the client pay for a

'priority' listing posting.

2. **Signage on the property** will be high on the priority list of every property promotion. Given that most properties are purchased by local investors or business owners, the signboard gets the message out quickly and effectively; it is also cheap for the coverage achieved. Ensure that the signboard is placed on the property in a position that everyone passing the property can see. Get a special signboard placed on the property that lists the detail of the improvements and the methods of sale. Make it easy for people to contact you from the signboard by including a mobile phone number for afterhours contact. Always put your name on the sign so that people see you as the local property expert.

3. **Face to face meetings and direct calling of people on your database** will be of high value to the quality of the enquiry you create. Today the database of agents is fast becoming the source of the best deals and the quickest property inspections. When you list a property, go straight to the database and find the people that are looking for that property type. To maintain the database, every property campaign and all the enquiries made should be tracked and captured in the database for later use or creation of inspections.

Property Market Realities

Even though most agents will say that the property market is tough today, the reality is that many agents do not do enough work on their listings to find the buyers and get the inspections under way.

When you have just listed a property to sell or lease, that should be the start of the hard work, and not the end of the matter. List your properties exclusively and work those listings comprehensively. The commissions await those agents that get the job done in a comprehensive way.

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

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