

# Commercial Brokerage - Property Marketing and Listing Strategies



The marketing process today should be vendor funded as part of 'exclusivity' in listing

Track inbound enquiries so you know what is working from a promotional perspective

Choose 2 or 3 target markets for all of your exclusive listings

Match listing promotional campaigns to methods of sale or lease

Create promotional campaigns that are timed and reviewed for penetration and enquiry generation.

Target marketing makes the method of sale or lease much easier.