

5 Handy Tips for Attracting More Deals in Commercial Real Estate Brokerage



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We all know and expect that to get anywhere in a sales related career you have to work hard. Commercial real estate brokerage is like that. Yes, you do have to work hard, however if you have a systematic approach to what you do, things will improve dramatically and in a better way. In simple terms you can set some rules to the brokerage process.



1. One Listing Leads to Another

- If you list quality properties, you will find that the marketing process of one listing will let you talk to many people locally.
- You will also have some good enquiry coming towards you.
- Carefully capture and nurture the leads and information that you get from all marketing campaigns.
- Build your database and client base from all your marketing campaigns.

2. Directed Marketing

- When you win a listing it is the start of the marketing process.
- Quite a few decisions need to be made about target market and promotional strategies.
- Maximum effort can be applied to an exclusive listing; however you do need vendor paid funds to attract volumes of attention in the campaign.
- With most property types you will need about 1% of the value of the property to be applied to the marketing campaign.
- Spend the money wisely and directly on promotional efforts that are well considered.

3. Marketing Variations

- Any one good quality property should be marketed in a few different formats; that includes advertising layout and content.
- That then allows you to promote the same property more effectively on different websites and industry portals.
- Some brokerages have a professional copywriter overseeing and helping with advertising copy.
- Whilst it is an expense to every campaign, it can be justified and the rewards are many.
- Add the specialised service of a professional copywriter to your vendor paid marketing budgets.

4. Refreshing Listings

- Every 14 days of a marketing campaign, refresh the listing with different photographs and promotional copy.
- Include as part of that a modification of price or rent if those factors are published in the campaign.
- To do this you will need a client that is conditioned to market conditions and inspection results.
- The message here is that a change to marketing will help with enquiries coming back in.

5. Feedback

- When you conduct an inspection or get an enquiry from a qualified prospect, record the results in client feedback form.
- At the end of each week you can use the form as a way of updating the client and also conditioning them to the facts of the market.
- The good thing here is that the comments given are from other people and not you. You are just the ‘messenger’.
- When handled correctly you can position the client and the property for a shorter time on market and an effective deal negotiation when it starts.

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From these things you can see that the property marketing process is one of considerable planning and process. Every listing should be positioned for real momentum and enquiry opportunity.



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