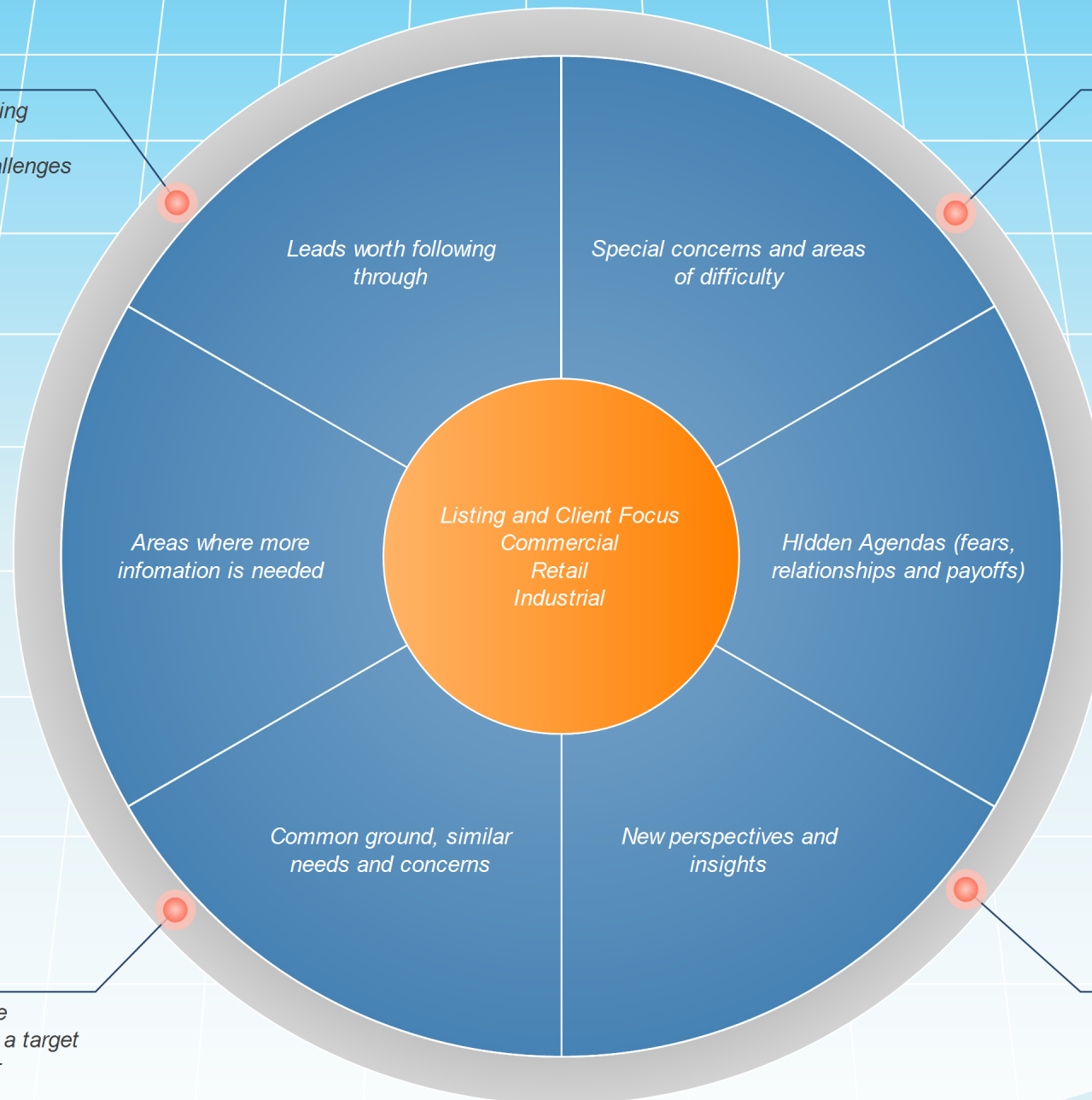


The Competition

Review the competing properties so you understand the challenges of price and rent.

The Client

Check out the clients focus, pain, and challenges. Create a priority of action and strategy.



The Property

Understand how the property will attract a target market. Build your marketing strategy accordingly.

The Market

The market will dictate the best methods of sale or lease as the case may be. Form a real perspective on the market.

'These ideas will help you connect with the client on their listing and property requirements. Use the segments to build your service and recommendations for your client'
- John Highman