# Listing and Client Focus

## http://commercial-realestate-training.com/

## **The Competition**

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

Leads worth following through

Special concerns and areas of difficulty

#### The Client

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

These ideas will help you connect with the client on their listing and property

requirements. Use the

segments to build your

service and



Areas where more infomation is needed

Listing and Client Focus
Commercial
Retail
Industrial

HIdden Agendas (fears, relationships and payoffs)

recommendations for your client' - John Highman

Common ground, similar needs and concerns

New perspectives and insights

### 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.

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