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No Limits to Lead Generation



In commercial real estate brokerage, there are no limits to lead generation. In any market and at any time there are plenty of people to service in some way or other. Sales, leasing and property management situations all produce 'leads' for new business.

To find and convert more leads, take a look at your personal systems and processes. Ask yourself these questions:

- How much time do you spend each day on prospecting?
- When can you regularly do the calls and the meetings to get some traction in prospecting?
- What market segment and property zone are you focusing on?
- Why will people need your services?

When you understand the answers to these questions you have something to work with in creating

quality leads with properties and clients. Here are some ideas to help you create a lead generation system in commercial real estate today:

1. Create a simple marketing folder that allows you to have all the right property and marketing information at your fingertips. Include sales, leasing and property management issues. You never really know what you will be talking about and to whom.
2. To help new agents and brokers to the industry, I would say that a checklist approach to your property types will help you in asking professional and direct questions with the right people. Most of your competitors are likely to be fairly general when it comes to the first point of contact with a client or prospect. Be 'better prepared' whenever and wherever you can. Show your prospects that you really are a top ex-

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pert in local property.

3. Review the local property market for the quality listings. They should be targets for upcoming calls and meetings with property owners. That being said, it takes a degree of effort to find the right people and or their contact details. Diligence and a sensible system of contact will keep you on track to finding and connecting with key property owners. Given the work required to find these people, stick to an average of just 2 new people per day under this system.
4. Make it a point to contact the local businesses in a systemised way. They may own or occupy the premises in which they are located. Asking the right questions will help you connect and serve them.

Agents and brokers that are new to the industry look for some 'easy way' to do all of this. Soon they understand that everything in commercial

real estate brokerage comes down to personal effort. Create your prospecting system and start working hard. Over time you will get the results you require with leads and listings.

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IMPORTANT INFORMATION

This information is prepared as general training information for commercial real estate practitioners globally. No part of this material may be regarded or relied upon as legal or specific advice for individual situations. Although all care has been taken in the preparation of this material, recipients:

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This is another quality resource from the Commercial Real Estate Training Online Series. Contact us below:

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