

The 6 Key Commercial Broker Skills to Optimize

Negotiating

So many parts of our business are 'negotiation' based. Hone your negotiation skills through practice. Talk to and through any industry, property or zone problems.

Inspecting

Make sure you know exactly how you will show a property and its features. Strategy and listing information exchanges are critical elements of any inspection conversion.

Marketing

Every property will have a target market. Tap into that group of people. Make sure your marketing campaigns are optimized for boosting enquiry.



Prospecting

The prospecting process should never stop. Develop your system of contact and integrate your database software into that.

Presenting

You only have a short time with the client to present your ideas and recommendations. Refine your presentation skills to a level of excellence.

Listing

Exclusivity is a priority in the listing process. Vendor paid marketing is another priority. Know how to convert listings on that basis with absolute professionalism.

