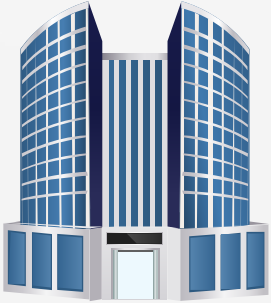


BLUEPRINT: Commercial Real Estate Brokerage Results by Numbers



1. Get to know plenty of local people (business owners and investors) in a meaningful way. **KEEP CONNECTING EVERY DAY.**

3. Look for the changes to property locally and ask questions of the locals. Information is valuable. Use your listings to create new connections and conversations. **NEW CHANGE AND CHURN FACTORS ARE OPPORTUNITIES TO BE USED.**

2. Provide valuable property information in useable form to establish your 'brand' at a personal level. Write articles, case studies, infographics, editorials, and also market listings directly. **ENGAGE WITH QUALITY INFORMATION THAT PEOPLE CAN USE.**

4. Take action every day to a plan and record progress with calls, contacts, meetings, referrals, and clients. **ACTION IS 80% OF THE BROKERAGE RESULTS EQUATION.**