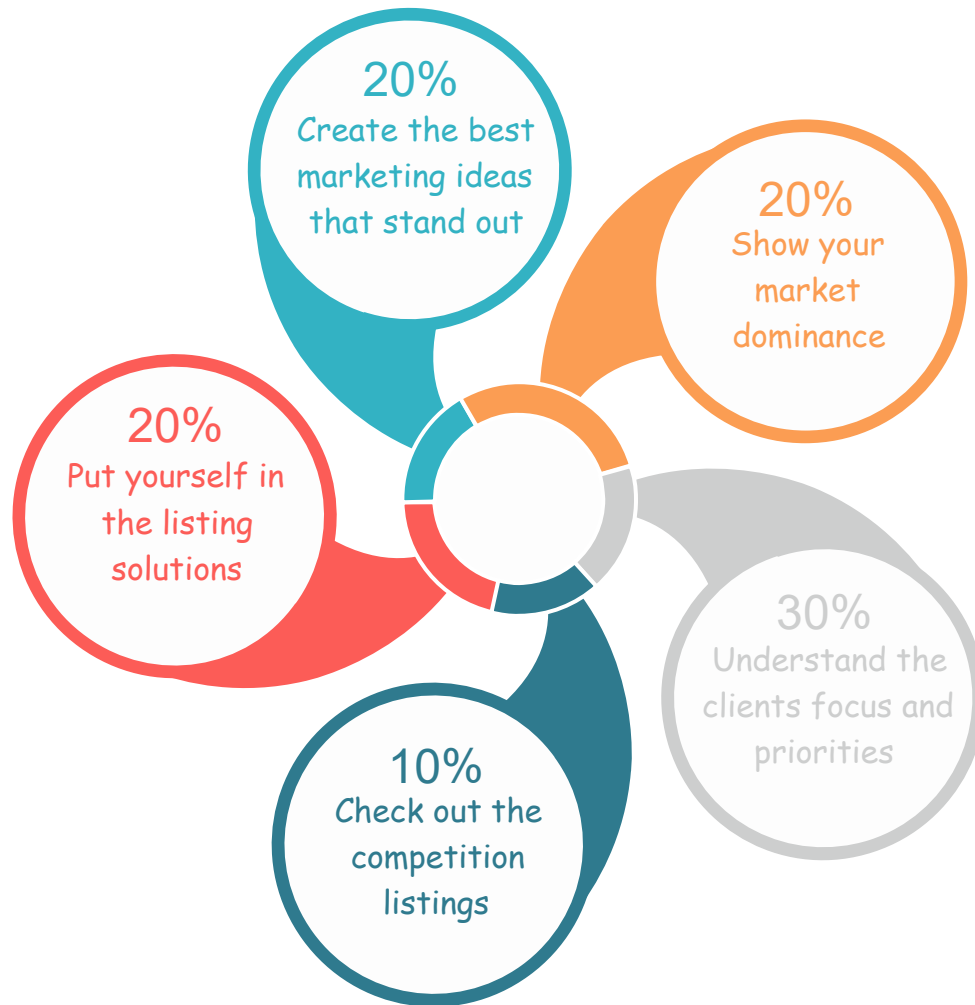


Commercial Sales and Leasing Listing Pitch Tips

The 100% Factor

'Commercial Real Estate brokerage is NOT and experiment in marketing': John Highman



Promote the property uniquely

Your strategies are important to your conversions. What can you do that is unique and special?



How can you add value personally?

The client is looking for personal commitment to their property challenge. What is it for you?



Where is the competition?

Look for the other listings nearby. You will need to build your marketing differences locally.



What is the Clients focus

Seek to understand the client in all ways possible. Timing, challenges, and outcomes must be explored as a priority.



Show your market dominance

The client wants to work with a 'top agent' that dominates the market. Talk about your 'domination'.