

A pair of hands is shown holding a black billiard ball with the number 8 in white. The hands are cupped around the ball, with fingers visible on the sides. The background is dark and out of focus.

# VIP Clients and Contact Choices

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# VIP Clients

- Focusing on your clients in different ways will help with engagement, retention, and new business conversions.



# Rule 1

- What will a VIP client be to you over time?
- Differentiate between sales, leasing, and property management. \_
- [Make some choices when it comes to transaction types and sizes.](#)



- How can you differentiate your contact processes and make them more frequent with the better clients and prospects?

## Rule 2





- How are you tracking your new business efforts, meetings, and conversations now with your contacts?
- Every 'touch point' in your working day should register in your database for ongoing reference.

## Rule 3



## Rule 4

- Are you [integrating your social media efforts](#) into your real estate business now?
- You can add articles, blogs, media releases, audio, podcasts, and videos to your social media strategies.



## Rule 5

- Are you sharing local property prices, rents, availability, and facts in your client contact processes?
- Every completed transaction is a 'story' to be shared in the future.
- Track the trends in the local area when it comes to prices or rents. Share that information.





- What would be the 'target groups' of clients and prospects that you closely relate?

## Rule 6





## Rule 7

- How can you offer your specialist local area knowledge to property people and professionals?

# The VIP Message?

- Split your client list into investors and company or business owners. You must work with those groups separately as they have unique requirements of investment, ownership, and occupancy.

# End

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Commercial Real Estate Online

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