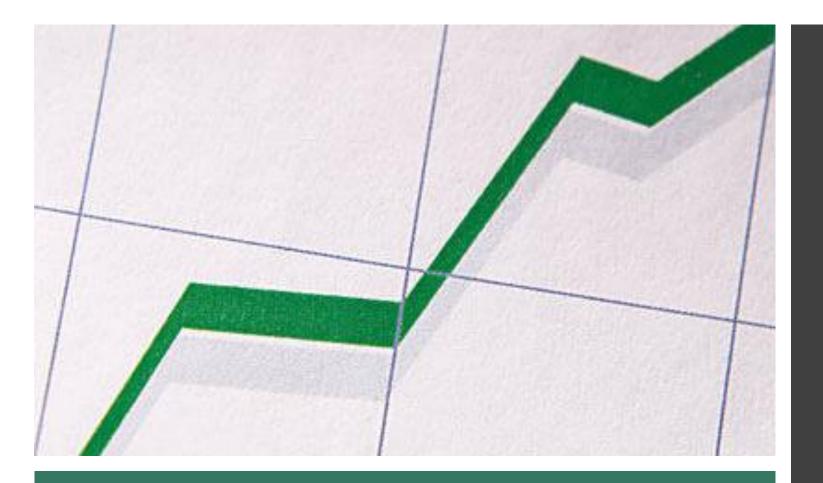


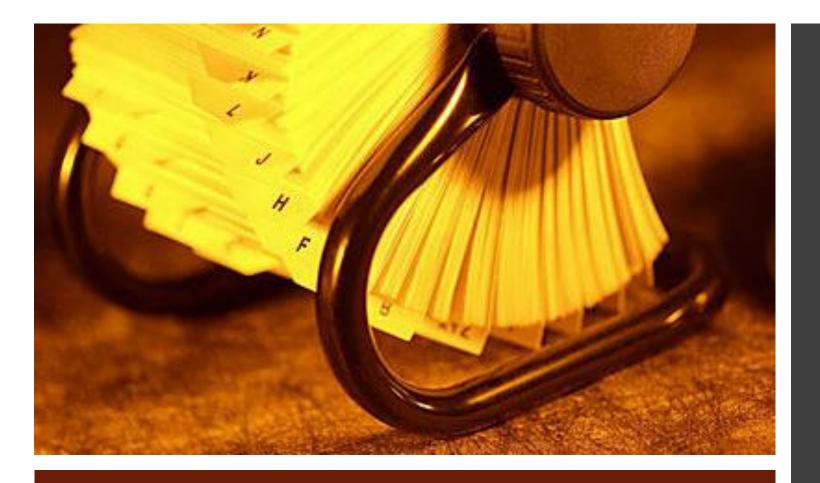
 Focusing on your clients in different ways will help with engagement, retention, and new business conversions.



- 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?



- 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.



social media efforts into your real estate business now?

• Are you <u>integrating your</u>

 You can add articles, blogs, media releases, audio, podcasts, and videos to your social media strategies.



- 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?



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



 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

This is another training resource from Commercial Real Estate Online

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