



How to Find More Buyers in Commercial Property

Finding the people that can act on a quality property listing or opportunity by John Highman.

Commercial



- There is a lot of opportunity out there for agents that strive to build their list of contacts and prospects.
- We are the solution to the sale problem for many sellers of property.

The Opportunity

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- We should (and likely do) have a good selection of buyers on your books from previous campaigns that are likely to act today; you just need to re-open the doors of contact.

Our Value to Others

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- The best agents or brokers do two things very well every day.
- That is:
 - They constantly fill their database with new people from ongoing contact.
 - They stay in touch with the right people to build the relationship.

The Best Agents

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- In this market it is the list of people that you know that will take you forward and upward in income opportunity.
- Each day you should be talking to you list of contacts and keeping a high profile with them.

Your Valuable List

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- Some existing property owners with a reasonable existing portfolio will have enough equity behind them to purchase if the right local property comes up for sale.
- Each day make it a goal to find a new property owner in your local area to talk to.

Finding Buyers – Fact 1

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- Look at the history of sales and property purchases in the local area over the last 5 years.
- You will soon see some owners that are more active than others. Track them down and find out what they are looking for today.

Finding Buyers – Fact 2

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- Some local businesses own the property in which they are located.
- If they are a successful business they are likely to need local property nearby for expansion or diversification.
- Get to know all the local business owners and stay in touch regards property needs.

Finding Buyers – Fact 3

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Brokerage



THE PEOPLE THAT HAVE
COME TO YOU THROUGH
OTHER PROPERTY
TRANSACTIONS AND MAY
HAVE NOT PURCHASED
COULD STILL BE LOOKING
FOR GOOD LOCAL
PROPERTY.



MAKE THE CALL TO THESE
GROUPS.



KEEP IN CONTACT

Finding Buyers – Fact 4



- With your local newsletters, emails, or flyers that you send out to property investors or property occupiers, enclose a 'call to action', or a feedback 'tear-off' form.
- Invite questions and comments in all marketing material sent.
- You can do the same in your website home page.

Finding Buyers – Fact 5



- Take every exclusive listing on your books to the market personally.
- This means getting involved with calls and door knocking your patch of businesses.

Finding Buyers – Fact 6

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Commercial

- When you get your face in front of other people you are likely to find opportunity.
- You can do more and achieve more in a face to face meeting than you can via a telephone call.
- Connect with new people every day..... That's the rule.

Getting Traction

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