

# How to Build a High-Quality Client List in Brokerage Faster

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Part 1 – Client List Building Course

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Commercial Real  
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G L O B A L



# Client Engagement Rules

- There are plenty of brokerage opportunities to tap into when you fully understand the business client and the investor client in your location.
- Get to know about and engage in their property challenge in every way possible.
- Take the time to get closer to your clients and their current property situation.



- In commercial real estate brokerage, there are plenty of things that you can do with a sellers list. It's a good foundation of new business opportunities if you do it correctly.
- Develop the list for yourself and work it deeply for your real estate business.

## Sellers List



# Connections

- *The connections established with property owners as potential sellers in your territory can be logically researched and gathered over time.*
- *The list is then a generous source of leads and sales opportunities for your brokerage business over time.*



- So, what do you do with the list? Frequent ongoing contact with property owners as potential sellers is a wise strategy to build the relationships and the appropriate levels of trust. Have you got a 'sellers list', and do you work it?

## Frequency

# Client Engagement - 1



**CLIENTS:** Determine what your client types should be so you can focus that profile into your prospecting each day.



It is hard to build a prospecting model if you are not clear about your client types and where and or how you can connect with them.

# Client Engagement - 2

**GET INTO YOUR ZONE:** Split your property zones up into precincts. That then makes it easier to investigate the shifts and changes in the location and property ownership.

Some precincts are better than others so you can categorise the precincts for priority and logically work through them over time.

# Client Engagement - 3

**LOCAL BUSINESS PEOPLE:** Talk to local business owners each day.

From simple conversations and telephone calls, you will find leads and activity that can lead to a meeting with a property decision maker.

Business owners know the property owner or investor. You can do something with that information.



# Client Engagement - 4



**SIMPLE MARKETING:** Use your business card as an introduction tool with everyone you meet in the location. You can leave your business card at offices, factories, and retail shops.



Travel through your location each day and leave your business card with selected people and business owners.



Use your other listings in the area as 'conversation starters'. Carry boxes of business cards in your motor vehicle so you can drop 25 or so business cards into local businesses each day.

# Client Engagement - 5

**HISTORIC RECORDS:** Look up the property sale records over the last few years.

The historic sales in the area will give you names and or properties to focus on ownership investigations.

Those people that have purchased land and or investments previously will very likely be the purchasers of the future. Get to know what they own and what they want by way of property and location.

# Client Engagement - 6

**VACANT LAND AND REDUNDANT BUILDINGS:** Land availability should be checked out.

A vacant parcel of land today will be a sale and or development in the future. Be prepared to research out the property owners of all vacant land.

# Client Engagement - 7

**START THE DAY THIS WAY:** Make plenty of calls as part of starting your working day. Do not miss out making calls.

The telephone is taking over the convenience of prospecting for new clients and leads for new business.

Devote about 2 hours per day to direct outbound telephone calls. That strategy alone will turn your real estate business around very quickly.

# Client Engagement - 8

**USE YOUR LISTINGS:** Focus into your listings in all ways possible. It is the case that most agents will overlook or avoid real marketing intensity when it comes to existing listings.

When the average agent has a listing, they will promote it generically. That is a big mistake. When you have a listing, work it and use it to create meetings, telephone calls, conversations, and offers.

# Systems are Your Friend

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- You can see from these items that a bit of effort will be required if you are to implement commercial real estate brokerage systems.
- Take these ideas and use them comprehensively in your property market.

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End Section

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