



Commercial Real
Estate Online

GLOBAL

<http://commercial-realestate-training.com>

© John Highman 2019 – All Rights Reserved

How to Connect with Local Property Investors



Investment Sales

Fact

- Change and churn in a local property zone or precinct will produce trends and opportunities.
- Some property owners and business owners will be more motivated than others when it comes to purchasing, sale, renovation, and new developments.

Fact

- How do you reach out to the investors and what are they looking for? There are a few strategies to the process.
- You are focusing on the questions and the priorities of the property market from an investment perspective.
- You are building on the strengths of the location and resolving the weaknesses of the property or property type.
- You are the strategist.



4

How to Connect with Investors

<http://commercial-realestate-training.com> ©John Highman
2019 - All Rights Reserved



1

- **Local property information** is the best foundation of [reaching out to more investors in a relevant way](#). You can create information papers or briefs on recent market information and trends in sales and leasing.

2

- **You can use graphs** of prices and rents by property types. The graphical approach to real estate information is far more effective than the written word. What you want to do is attract the attention of others.

3

- **You want to show the real estate world** that you are a serious player in local property listings and activity. [Talk about your current listings](#) and what the property enquiry for the location may be doing.
- Write articles about your local area and the property pressures and changes that are underway.
- Distribute the reports into your social media platforms and blog sites.
- Remember that the search engines like so see an online real estate platform that is informative and helpful. [That is where your blog platform can help you with local area marketing and business presence.](#)

4

- **You can also use local property listings** as reasons to talk to the local property owners and investors.
- [Marketing material such as brochures and flyers](#) for listings will generate interest.
- Get those flyers into the business letterboxes of your city. It is a cost-effective way of reaching decision makers and helping them see that other quality properties are available in the location for occupancy.



5

- **The history of property purchase and change** in the location will help you see just who the property investors are.

6

- **Check out the local professionals** such as accountants, property attorneys, and the lenders or financiers for a location. They know the people that you want to know. [Build relationships with these industry related professionals.](#)
- Use them to get closer to their clients. Show the value that you bring to a 'property interested person'. Be the 'go-to source' of information in prices, rents, availability, and marketing of the property type.



7

- **Put up plenty of signboards in a location.** Those signs will show others that you have a command of the property market. Signboards bring in property enquiry; it is a simple formula.

Summary

There are plenty of property investors in most towns or cities looking to add to and or shift their commercial real estate investments.

The important thing here for most brokers and agents is in how the investors can be found and served.

End

© John Highman 2019 All Rights Reserved

<http://commercial-realestate-training.com>