

The logo features the text 'COMMERCIAL REAL ESTATE ONLINE' in a bold, sans-serif font. 'COMMERCIAL REAL ESTATE' is in black, and 'ONLINE' is in orange. Below it, 'JOHN HIGHMAN' is written in a smaller, black, sans-serif font. The background is a light blue sky with a white grid pattern, and there are blue geometric shapes and building silhouettes on the sides.

# COMMERCIAL REAL ESTATE ONLINE

JOHN HIGHMAN

Commercial Real Estate Brokerage Planning  
<http://commercial-realestate-training.com>

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# The Idea and the Slides

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There are a number of main topics in this slide deck

The idea is to look at each key topic and the sub topics and then fill in the facts and ideas relating to each

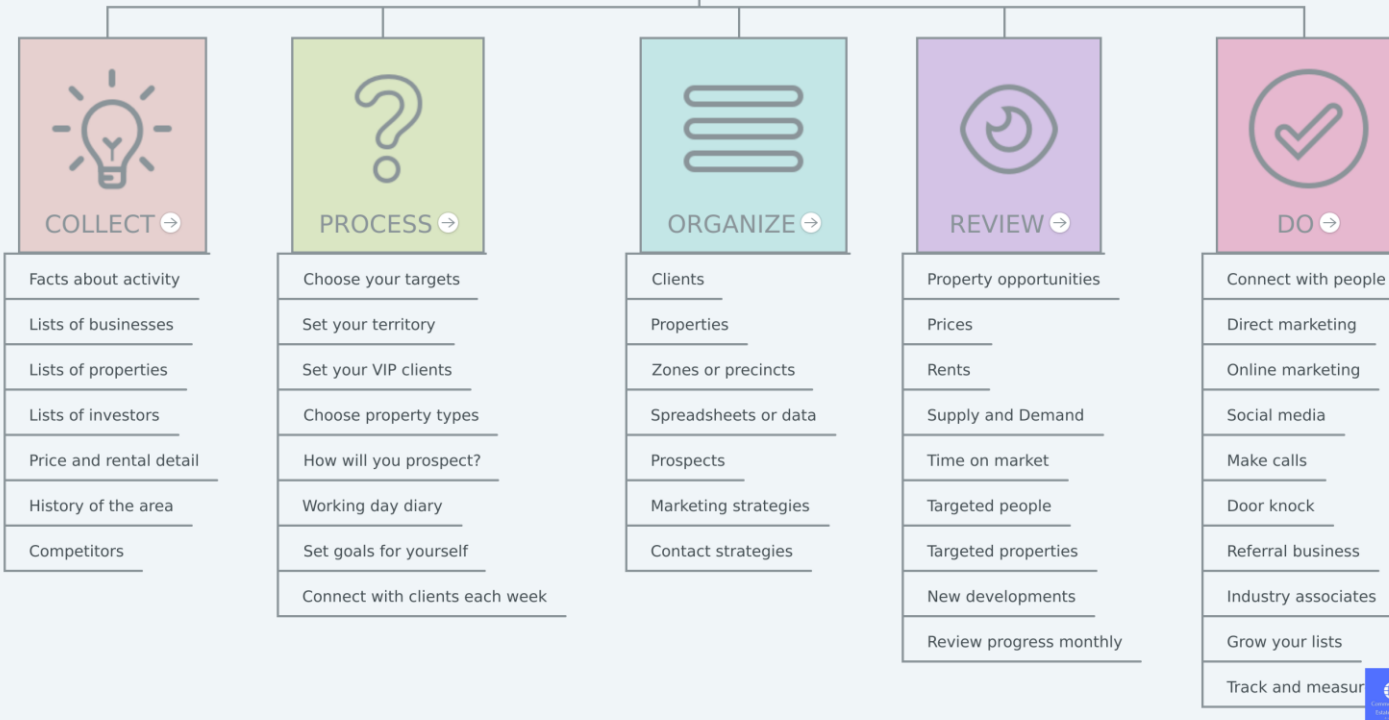
Build your business around these core concepts

- John Highman





## Commercial Real Estate Brokerage →



# Commercial Real Estate Brokerage (1/3)

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COLLECT - <https://commercial-realestate-training.com/a-collection-of-client-contact-strategies-for-commercial-brokers/>

- Facts about activity
- Lists of businesses
- Lists of properties
- Lists of investors
- Price and rental detail
- History of the area
- Competitors

PROCESS - <https://commercial-realestate-training.com/how-to-use-essential-production-targets-in-brokerage-sales-and-leasing/>

- Choose your targets
- Set your territory
- Set your VIP clients
- Choose property types
- How will you prospect?
- Working day diary
- Set goals for yourself
- Connect with clients each week



# Commercial Real Estate Brokerage (2/3)

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ORGANIZE - <https://commercial-realestate-training.com/exploit-your-local-commercial-property-market-facts-for-better-listings/>

- Clients
- Properties
- Zones or precincts
- Spreadsheets or data
- Prospects
- Marketing strategies
- Contact strategies

REVIEW - <https://commercial-realestate-training.com/commercial-real-estate-brokerage-why-a-collection-of-action-targets-will-give-you-market-traction/>

- Property opportunities
- Prices
- Rents
- Supply and Demand
- Time on market
- Targeted people
- Targeted properties



# Commercial Real Estate Brokerage (3/3)

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- New developments
- Review progress monthly

DO - <https://commercial-realestate-training.com/simple-things-to-do-in-commercial-real-estate-prospecting/>

- Connect with people
- Direct marketing
- Online marketing
- Social media
- Make calls
- Door knock
- Referral business
- Industry associates
- Grow your lists
- Track and measure



# COLLECT

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Facts about activity

Lists of businesses

Lists of properties

Lists of investors

Price and rental detail

History of the area

Competitors



# Facts about activity

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# Lists of businesses

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# Lists of properties

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# Lists of investors

---

# Price and rental detail

---

# History of the area

---

# Competitors

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# PROCESS

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Choose your targets

Set your territory

Set your VIP clients

Choose property types

How will you prospect?

Working day diary

Set goals for yourself

Connect with clients each week



# Choose your targets

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# Set your territory

---

# Set your VIP clients

---

# Choose property types

---

# How will you prospect?

---

# Working day diary

---

# Set goals for yourself

---

# Connect with clients each week

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# ORGANIZE

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Clients

Properties

Zones or precincts

Spreadsheets or data

Prospects

Marketing strategies

Contact strategies





# Clients

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# Properties

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# Zones or precincts

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# Spreadsheets or data

---

# Prospects

---

# Marketing strategies

---

# Contact strategies

---

# REVIEW

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Property opportunities

Prices

Rents

Supply and Demand

Time on market

Targeted people

Targeted properties

New developments

Review progress monthly





# Property opportunities

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# Prices

---

# Rents

---

# Supply and Demand

---

# Time on market

---

# Targeted people

---

# Targeted properties

---

# New developments

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# Review progress monthly

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# DO

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Connect with people

Direct marketing

Online marketing

Social media

Make calls

Door knock

Referral business

Industry associates

Grow your lists

Track and measure



# Connect with people

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# Direct marketing

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# Online marketing

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# Social media

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# Make calls

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# Door knock

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# Referral business

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# Industry associates

---

# Grow your lists

---

# Track and measure

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# End of Topic

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## Important Notice

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