

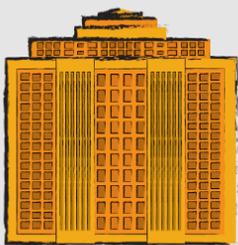
ORGANISATION & FOCUS FOR AGENTS

Doing more in commercial from your home office in **COVID-19 cycle**



1 TARGETED PEOPLE

Create a list of 25 people that are to be or are now your VIP's. Stay close to them as the property market changes. Understand what they want locally in investment and occupancy. Provide help.



2 PRIME BUILDINGS

Create a list of 25 key buildings that will remain on your short list of prime focus and prospecting contact. Revisit that list monthly and look for changes and opportunities.



3 QUALITY PRECINCTS

Use your maps and online records to research buildings and people in the locations where people like to own and occupy property. Research will help you with results.



4 PURPOSEFUL RELATIONSHIPS

Some people are your VIP's and others should be ranked for followup and connection. Have a purpose in all your conversations and ongoing contact plans. Aim for a result in singular relationships.



5 BE OBJECTIVE

Know why you are calling people and what you are going to say. Be professional and objective in all conversations. Be objective with new and current connections.



6 TRACK AND MEASURE

Numbers matter now as most of your activities will be call related. Call people and keep notes. You have plenty of time to call people, so do that in consistent ways.