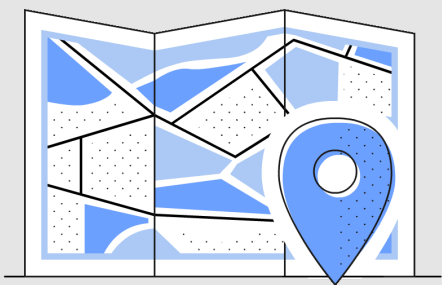


# 5 SIMPLE STEPS TO NEW BUSINESS

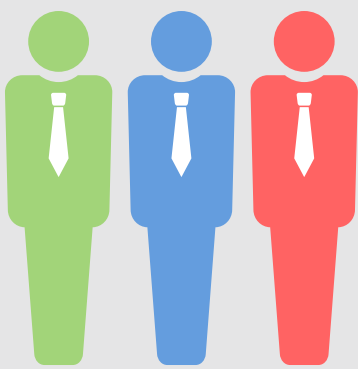
## Commercial Real Estate Brokerage



1

### DEFINE YOUR MARKET

Be clear about where your clients are located geographically. That will help your prospecting processes. Don't go too far from your office base. Set primary and secondary zones of activity.



2

### SET YOUR CLIENT TYPES

Some clients are better than others. Do you want to work for investors, business owners, developers, and or landlords? When you decide that, you can choose your services to be offered.



3

### SEE AND BE SEEN

Local area marketing is a special process. It is very much a 'one to one' contact process. That means, telephone calls, meetings, and ongoing contact. Set up a matrix of activities within those three activities. Talk to people frequently.



4

### CONNECT REGULARLY

It has been proven across a variety of industries and particularly in sales related careers that a constant contact process is critical. That is where you are approaching people at least once every 90 days to build your local area relevance.



5

### BUILD TRUST

To convert volumes of business over time, the trust factor has to be there with your clients and prospects. How will you do that? Try providing local information about property activity, rents, prices, supply and demand. Show the people of the property market that you understand what they need and help them see the changes and opportunities.

Get more resources at our website at  
<http://commercial-realestate-training.com>

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