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# Agent System

by John Highman



### **Listing Systems to Build Your Real Estate Business**

Top agents have listing systems to take their real estate business forward. They avoid the 'peaks and troughs' of the industry by sticking to a daily plan of activity that they implement. They do that activity regardless of what is going on elsewhere, and in or across the local property economy. Are you ready to remove the 'bumps' in the real estate road?

It is time to set a blueprint of activity that you can stick to and work to. Discipline in doing that will help you survive and then thrive as a local agent. Luck has minimal impact in commercial real estate brokerage. Of course, it is nice when the 'luck takes over' and leads you to a property transaction or commission, but you cannot drive your real estate business forward waiting for that 'luck' factor to happen.

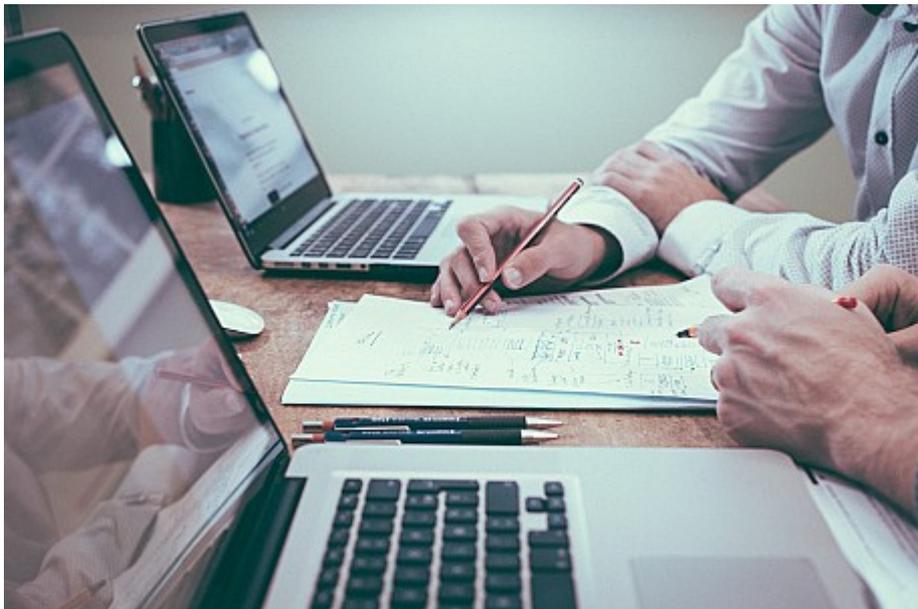
Take charge of your real estate day and your business activities. Choose what you do and control your diary in all respects; others should not get a 'slice of your time' unless it is for something that will help you build your real estate day and listing opportunities.

What is the personal process to boost your real estate business? Primarily you can drive your profile deeply into the property territory that you are allocated, in doing that you can pick up more changes and opportunities that the other agents are not seeing or utilizing. As part of that, you can use your listings as reasons to connect with more people in the location.

A dedicated listing and marketing system will help you engage with more people as part of finding the deals and boosting your profile. Here are the steps to help you do that:

1. **Focus into a property type and location** – It is a simple logic to work to. As part of that, you can find more local opportunities within a zone or a precinct. You are going deeper into the market and asking more questions of the local people. When you are more specific in your property approaches and conversations, you will find the business. Go deeper into the property ownership records and people that you know and the properties that you currently target or want to cover.
2. **Look at competing agents and properties** – Some of the agents locally will not be overly strong when it comes to client coverage, marketing, or transaction frequency. Look at the listings that have been on the market for too long with the other agents. See if you can get involved with doing something about that; perhaps the listing has expired, and that can then be a good time for you to offer leasing and sales alternatives. Stale listings and old listings will be opportunities for you to act on now or in the future. Drive a better level of marketing and target market coverage when you take on new listings or stale listings from other agencies.

3. **Review supply and demand changes in the segments and precincts** – As the property market changes, there will be plenty of supply and demand shifts with the local property. Nothing remains the same in commercial real estate today. As part of that, you can get involved with the changes, the prices, the rents, and the transactions. Be prepared to engage with more people as this new property market takes shape. Ask questions of people to understand precisely what they are seeking and reviewing in their property ownership and identify any challenges. You can be the solution to take people forward when it comes to property ownership and coverage in your location. Be specific and make sure that you have all the local things covered and information to track the changes in the local area.



- 4. Establish an 'opportunity' profile for your listings** – Opportunities are something that evolves from a conscious and more profound level of local coverage. You can find those opportunities when you talk to plenty of local people and identify what they are thinking or needing when it comes to property occupancy or investment. Get to know the investors and the business owners through your location and do that comprehensively. You will find the opportunities and the profiles of people needing change or help when it comes to investment and business activity. Questions about commercial real estate investment and occupancy lead to opportunities, providing you take the information and do something with it. It can take months if not years for a person to get to the next stage of property change and churn. Importantly, you want them to remember you at the right time and in the right way.
- 5. Determine an ideal client profile** – Choose the clients that you would like to work for by type and by location. This allows you to drill down in your marketing processes and ensure that you have all things covered when it comes to prospecting and new business activities. Be specific when it comes to the client profile that you like to work with and know the reasons behind that. There will be changes to active clients in the market locally as this property market and cycle changes. Do more with that information and ensure that you are tapping into the people that need property help currently.

- 6. Build a personal marketing campaign** – A marketing campaign is something that you shape into the local area across social media, newspaper advertising, website activity, blogs, emails, door knocking, and real estate articles. The information that you have and identify through the daily activities in the property market will help you. It allows you to build a marketing profile that is different and more direct than others in the location. Be prepared to share your information across the market comprehensively and directly in a standard way. If you are going to do anything in building your marketing profile, remember the word 'frequency'. It is essential because contact frequency will allow you to be seen by the right people more regularly, and that is precisely how you build your profile and marketing footprint faster across the location.
- 7. Gather resources for pitching for services and listings** – There are plenty of changes to allow for when it comes to presenting your ideas for a listing in a location. Design and use special listing tools that you can draw on at any time and show the client of the prospect as part of talking about a transaction, a listing, or a negotiation. The best way to display that information is graphically and through statistics. You can keep that information in the 'cloud' and draw it down into your tablet or computer as situations allow across sales, leasing, or property management. Gather that information regularly and consistently as you grow your footprint as a commercial real estate agent locally. That is how you build relevance and speciality as a top agent in your location.

These ideas will help you create a listing system that allows you to talk to people and grow your market share. As simple as these ideas may seem, they are practical and powerful. Are you up to the challenge?



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