

2020

Keys to Great Proposals



John Highman, Author & Editor

www.commercial-realestate-training.com

10/20/2020

4 Keys to Great Proposals in Commercial Real Estate

New business proposals in commercial real estate are an essential part of daily agency activities. When you get it right, it helps you significantly in convincing the prospect of your relevance to them in moving on the property needs or challenges that they have.

This property market is competitive and frequently changing, and for this reason, any 'generic' new business proposal is a waste of time and energy. It would help if you were specific to the client's needs.

Your new business proposals should be one of a kind and particular to the property, the market, the solution, and the timeline. The proposal for real estate services should be 'tuned' to the client, their property, and the prevailing economic climate.

Having seen many real estate marketing proposals myself over many years, it is evident that four specific rules can apply to the process. Consider these facts below if you want to be more successful at what you submit to the client regards the listing and the recommendations made:

1. **KEY ISSUES:** Before you begin drafting your proposal, do you typically have a crystal-clear idea of the key issues that the customer wants you to address in the proposal? Alternatively, does it forever seem to be an obscure guessing game? Get the key facts sorted and researched. Highly effective commercial property proposals address only those specific needs, concerns, and expectations that a potential customer wants to be addressed. It is after all, their property situation or challenge. To achieve this essential awareness, you should have an initial meeting with the client and an inspection of the property. This approach allows you to tailor the proposal to the specific points of focus that you have identified. A question and answer process in your document is also a wise strategy where you can display your total understanding of the client's concerns and your recommendations.
2. **CLEAR COMMUNICATION:** Are your proposals well-focused, readable documents that effectively communicate your understanding of the customer's issues, or are they typically an inward-looking, unfocused compilation of filler, fluff, and the mundane? Highly effective proposals are articulate customer-focused documents with a clear and specific purpose that is easily understood by anyone who reads it. The best real estate proposal documents are split into six or seven sections that are

specific to the sale or leasing process. They will include the executive summary, the brief, market commentary, target market, marketing strategy, recommendations, and fee structure. The essential component is the recommendations that you put forward. They must be innovative and clearly defined as relevant to the client's needs. Suggestions help you show the client your ideas, the alternative solutions, and a timeline to the process of solving their property challenge.

3. **SOLUTIONS:** Do your proposals offer measurable solutions to the identified or confirmed client or prospect needs? Or are they only "capabilities and qualification" documents that propose little if anything? Highly effective proposals offer specific solutions to the confirmed customer needs and include, goals and objectives, roles and responsibilities, specific action steps and timelines, and most importantly, accountability. The client also likes to know the relevance and qualifications of the person who will be serving them. Clearly defined contact processes, and a set frequency of communication should also be provided to the client, so they know what you are going to do and how they will be kept updated as things proceed. It is of value to give a timeline of activities that display the fuller stages of listing, property marketing, inspections, and negotiations that you will be taking the client through.
4. **CONFIRM AND CLARIFY:** Confirm your findings clearly to the client. This is without question the most critical step in the proposal process. Call or meet with the client one more time in the proposal preparation process. Tell them that your objective is to deliver a brief, customer-focused document with specific solutions to their unique challenges. As part of that, you need to be sure that you are addressing the real issues that the client may have and or the property may require solved.

The commercial real estate proposal process and marketing submission are likely to be the only chance that you must display your capabilities and potentially 'beat off' the competition at the same game.

Your proposal should not focus on the discounting of commissions or discounting of marketing costs to win the listing. Both processes are counterproductive and do not produce the quality marketing campaign that a great property deserves. Ultimately the client wants a property result and that should be the core element or message in your listing proposal.

NOTES: What are your action ideas on this?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.



IMPORTANT INFORMATION

This information is prepared as general training information for commercial real estate practitioners globally. No part of this material may be regarded or relied upon as legal or specific advice for individual situations. Although all care has been taken in the preparation of this material, recipients:

- Must not alter their position or refrain from doing so in reliance upon this material; and*
- Are urged to seek independent legal advice concerning the matters traversed in this material; and*
- Are urged to undertake further studies into legislation and practices that apply in their location.*

© Copyright John Highman 2020 – All Rights Reserved – <http://commercial-realestate-training.com>

This is another quality resource from the Commercial Real Estate Training Online Series.

Contact us below:

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