



Commercial RE Marketing

Link: <http://commercial-realestate-training.com/>

1. Client Contact

- 1.1. Price or rent strategy
- 1.2. Time on market
- 1.3. Feedback
- 1.4. Inspections report
- 1.5. Inspection strategy
 - 1.5.1. Confidentiality agreements
- 1.6. Method of sale or lease
- 1.7. Approvals for advertising layout
- 1.8. Negotiation process
- 1.9. Comparable properties
- 1.10. Approvals for Information Memorandum
- 1.11. Time of sale or lease

2. Property Detail

- 2.1. Competing properties
- 2.2. Improvements
- 2.3. Points of difference
- 2.4. Title detail
- 2.5. Due diligence
- 2.6. Information memorandum
- 2.7. Notices, Orders, Encumbrances
- 2.8. Land detail, Restrictions
- 2.9. Area

2.10. Local area profile

2.11. Plans and drawings

2.11.1. As built drawings

2.12. Survey

2.12.1. Survey plans

3. Marketing Alternatives

3.1. Target market

3.1.1. Property investors

3.1.2. Tenants

3.1.3. Solicitors

3.1.4. Accountants

3.1.5. Property developers

3.1.6. Owner occupiers

3.1.7. Local businesses

3.2. Methods

3.2.1. Signboard

3.2.2. Direct calls

3.2.3. Direct letters

3.2.4. Flyers

3.2.5. Newspapers

3.2.6. Social media

3.2.7. Brochures

3.2.8. Internet

3.2.9. Email marketing

3.2.10. Database

4. Campaign

4.1. Professional photos

4.2. Draft advertising

4.3. Primary phase

4.3.1. First 4 weeks

4.4. Secondary phase

4.4.1. Beyond 4 weeks

4.5. Special flyers and brochures

4.6. Get Client approvals