



Refining Your Agent Listing Pitch

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**Solve
Listing
Hurdles**

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Practice Your Pitch - The Most Relevant Skill

- One of the most relevant skills to develop and practice as an agent in commercial real estate is the sales or listing pitch.



Practice - Why Do It?



Practice – Why Do It?

1. Getting an appointment with the right people or the decision maker to sell your services
2. Showing the prospect just how relevant your property skills and services are to help them with their property challenge
3. Getting the listing signed in the best possible way and on the best terms relevant to the property (that will normally be for an exclusive listing on your terms with little discounting of your services)
4. Convincing the prospect of the marketing packages that should be used in the listing and sale
5. Building the right case for the recommended method of sale
6. Obtaining vendor paid advertising for the marketing of the property
7. Getting the advertising drafts and brochures approved for submission to the media channels that have been chosen as the most relevant
8. Asking for vendor works to be done prior to presenting the property with interested parties
9. Negotiating on the offers that are put forward by the buyers to the property
10. Closing on the contract given the offered terms and conditions

Success and Logic

- The list is so varied and each of the items so specific.
- On this basis your ability to pitch and close on each of the items will be essential to your success as an agent.
- Commercial real estate is built on logic.
- Knowledge of the property and the local market will help you here.
- Practice for your pitching through role playing in your team is highly valuable.



Improvement

- As you get better at your presentations and pitch, you may not win every deal, but you will get the larger share of the outcomes you require.
- Top agents do not win everything but they win most things.



Meet and Greet

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How to be a Success with Your Listing Pitch





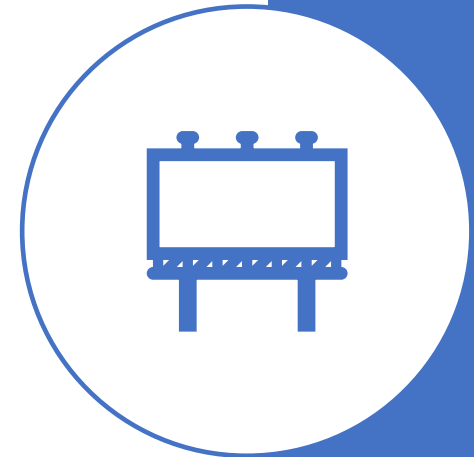
Use These Ideas

When it comes to your success rate in pitching for new business, listings, and every variation above situations, the following will help.



Proven Listing Pitch Strategies

1. Know exactly what is going on in the local area and property market. Use that information in your pitch.
2. Use your quality database as a point of attraction that sellers and property owners just have to tap into.
3. Show the prospect just how your marketing packages are more relevant to the property and the targets of the client
4. Tell stories from the market on similar properties and situations that were resolved successfully
5. Give the client a plan to progress the property issue. In this case it is valuable to provide a graph showing issues and time. A Gantt chart will help.
6. Make it easy for acceptance. Have all the right papers for review and acceptance.
7. The pitch is about the client or prospect. Encourage them to talk and explain. Show understanding and empathy on their comments and concerns.



Summary – Take Away Points

- A sale pitch in commercial property is not about pressure.
- It is about information and being better than all the other agents in the local area.
- If you do not have some clear points of difference, then now is the time to find some.
- Be strategic
- Be specific
- Provide recommendations
- Show evidence
- Provide stories
- Make it easy



End Section

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