

# Making Your Way in Brokerage



## Agent Progress Plan

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

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# How to Make Your Way in Commercial Brokerage

In commercial real estate and particularly the brokerage part of what we do, the best agents have a plan that they can work too. They know that the program is something that takes their efforts forward and that plan is reliable and encouraging.

The agents that struggle in the industry are typically those not working to a plan of any type, and they just let the day 'evolve' into any current pressures and requirements.

## Your Possibilities

So, where can you go with this skill? If you have targets for clients and properties or listings, you should have that plan focus on your real estate business. All the clients and people become a part of your real estate day as you repeat things to progress your efforts.

Letting the day take control of your efforts in brokerage is not a good solution or strategy. There are too many agents competing for the same business today to let the 'random' approach have any control of your days and working week.

## Practical Strategies

There are some specific strategies that you can apply to your work patterns and focus activities. These simple steps or procedures below can allow you to get significantly more momentum regarding listings and property opportunities. Check out the list below to understand how you can make your way more positively in commercial real estate today.

1. **Know your real estate market comprehensively and deeply.** That will involve the streets, the buildings, and the property owners. The only way to develop that understanding in your property market will be through regular and ongoing research. The research does take time and a reasonable degree of organisation. It is a personal process. The best method or strategy involves street-by-street investigations and reviews to research the properties and the right local people. Ask plenty of questions, and you will find the property situations where you may be of some assistance.
2. **Connect with plenty of people** in an ongoing way and ensure that that connection process is logical and research-based. In other words, you are deliberately connecting with certain people for reasons. They may be property owners, business leaders, or have activities within specific industries. When you focus on target groups, you will always find that your conversations are more direct and valuable. You will get more results from your conversations.
3. **Provide unique and high-quality services** for the clients and the prospects you serve. There is no point in providing a standard real estate service today. Many other agents are looking to convert new business and take over your client base. That then says you should be promoting better services for your clients and prospects in a better way. Sales, leasing, or property management are all different services where specialisation will always help. Consider your property services today and how you go about sales, leasing, or property management. Why should someone use your services instead of other agents in your

location? Ensure that you have specific answers to that question based on your site, your territory, and your allocated target market.

4. **Create a VIP client base within your prospect list.** The VIPs within your list will be a small group of people that can give you high-value property activity frequently throughout the year and into the future in an ongoing way. They may also have a diverse property portfolio with various ongoing needs and services where you can help. Many of the clients in your VIP group may currently work with or use other agents. That is a problem to be aware of and the main reason behind your improvement of services and your specialisation strategies. Ensure that you provide better quality property solutions for the people in your location. As you work through that strategy, it will help you with ongoing new business.

So, these strategies become the foundations for improving your commercial real estate business and brokerage activities over time. All these strategies can be enhanced deliberately and directly as the year progresses. Strive to be a top agent in your location using a combination of these approaches and techniques.





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