

Listing Presentation Checklist



John Highman

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

Listing Presentation and Negotiation Checklist

Checklist for Agents designed by John Highman

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'This is a checklist approach for listing commercial investment property for sale or lease. It will help you cover all the key issues and show your professionalism as an agent. Consider the issues and topics and write in your strategies before connecting to the client at the presentation.'

– John Highman

Property Name:.....

Property Address:.....

Date of Compilation:



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I Marketing packages

I.1 Gold

I.2 Silver

I.3 Bronze

I.4 Alternative campaigns

2 Local area

2.1 Target market

2.1.1 Roll out strategy

2.2 Extended market

3 Database

3.1 Short list of people to inspect

3.2 Target market

3.3 Groups of people

3.4 VIPs

4 Easy Acceptance

4.1 Documents ready

4.2 Provide timelines

5 Visual Approach

5.1 Charts

5.2 Photos

5.3 Facts

5.4 Timelines

6 Property Facts

6.1 Title

6.2 Ownership

6.3 Boundaries and surveys

6.4 Codes and compliances

6.5 Orders impacting property

6.6 Improvements

6.6.1 Internal

6.6.2 External

6.6.3 Services and amenities

6.6.4 Floor plans and layouts

6.7 Zoning

6.7.1 Existing use

6.7.2 Permitted use

6.8 SWOT

6.9 Leases

6.9.1 Tenants

6.9.2 Vacancies

6.9.3 Arrears

6.9.4 Tenancy schedule

6.10 Gross and net income

6.11 Outgoings

6.11.1 Actual

6.11.2 Budget

6.11.3 Property comparisons

7 Dialogue Ready

7.1 Ask questions

7.1.1 Property history

7.1.2 Costs

7.1.3 Price or rent

7.2 Get facts

7.2.1 Market trends

7.2.2 Time on market

7.2.3 Enquiry

7.2.4 Prices

7.2.5 Rents

7.2.6 Supply and demand

7.3 Target market defined

7.3.1 Businesses

7.3.2 Investors

7.4 Timeline defined

7.5 Tactics clear

7.6 Comparable properties

7.7 BATNA

8 Strategic plan

8.1 Marketing

8.1.1 Online

8.1.2 Offline

8.1.3 Local area

8.2 Target market approach

8.2.1 Calls

8.2.2 Brochures

8.2.3 Door knocking

8.3 Fee strategies

8.4 Inspection strategy

8.4.1 Property walkthrough

8.5 Promotional plan

8.5.1 Client feedback

8.5.2 Features to promote

8.6 Target market

8.6.1 Primary

8.6.2 Secondary

9 Local stories

9.1 History

9.2 Precinct

9.3 Property

9.3.1 Use

9.3.2 Ownership



IMPORTANT INFORMATION

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Contact us at: support@commercial-realestate-training.com