



Have No Prospecting Plan?

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The Road Ahead

01

Prospecting and cold calling are essential parts of a business strategy for any commercial real estate agent or broker

02

These ideas will help you establish a focused prospecting program in your real estate career or within your brokerage

03

You can win a lot of new listings, find business opportunities, and grow your client base from these strategies



Top Agent Solutions

- ◆ Build your real estate market from your experiences and personal efforts
- ◆ Are you ready for the challenge?
- ◆ The top agents of the marketplace get personally active in a plan and strategy that they keep refining over time

On Plan or Off Plan?



When real estate brokers and agents have just a few listings, few leads, and no calls, it is generally due to one simple thing – they are off plan



It is one thing to have plenty of knowledge in commercial real estate



It is another to have an action plan that is implemented every day

Failing to Plan?

They say that “failing to plan is like planning to fail, ” and that observation is very accurate in commercial real estate agencies and brokerage

Consistent efforts and planning are required individually for every agent to rise to the top of the property market

A Prospecting Plan In a 'Nutshell'

- ◆ In a few simple steps, a commercial real estate prospecting model is made up of the following stages or strategies

The Strategies

'Take simple steps forward every day' – John Highman

An aerial, high-angle photograph of a city street. The street is paved and has a white sign that says "SCHOOL" in reverse. There are several multi-story brick buildings with many windows. A white van is driving on the street. The lighting is bright, suggesting a sunny day.

Research Your Territory

- ◆ Research your territory, town or city streets and key properties for ownership detail
- ◆ It takes time to find the right people, so every day, set some simple, achievable targets for finding the right people
- ◆ Given the research and time required, target two or three property owners per day – it is a sensible benchmark



Talk to Local Business Owners

- ◆ Talk to business owners in the local streets within your canvassing territory daily
- ◆ The best way to do this is to ‘door knock’, drop by the business and leave your card
- ◆ Local business owners can tell you so much about local property activity, other businesses nearby and landlords

Talking to Tenants and Contacts



Talk to tenants, property contacts, and owners on the telephone and find out about any property needs in sales or leasing



You can use the business telephone book to do that



You must reach new people to fill your pipeline of opportunities

Your Outbound Calls



Make continuing outbound calls daily to new and existing contacts



The cycle of ongoing contact with living people should be maintained to a frequency of one call at least once every 90 days



Some of those calls can be converted to meetings



Maintaining Your Database

- ◆ **Maintain your database with details on landlords, business owners, investors, tenants, and property management clients**
- ◆ The database will be your 'goodwill' factor in building your real estate business
- ◆ Your database is a long-term opportunity in the making for YOU



Marketing Yourself

- ◇ Market yourself to people and properties around and near to the general location of other agents' signboards in case the neighbouring owners want to “compete”
- ◇ It is surprising just how often that happens



Are You a Specialist Agent?

- ◇ Build your internet listings and grow your profile as a specialist property agent who knows about commercial real estate for specific property types and locations
- ◇ You can do regular blogs, articles, news releases and social media postings to help achieve and grow that profile



Conclusion

'Simplicity and action – create consistent systems of personal action' - John Highman

Efforts Create Numbers

01

THE ABOVE PLAN TAKES REAL EFFORT AND HELPS ESTABLISH REGULAR PROSPECTING NUMBERS AND NEW CONTACTS DAILY

02

PROSPECTING IS THE MOST CHALLENGING ISSUE MANY COMMERCIAL SALESPeOPLE STRUGGLE WITH, BUT DISCIPLINE AND WORK HABITS CAN BREAK DOWN THE BARRIERS

03

IT IS THE MOST SUCCESSFUL SYSTEM TO IMPLEMENT AND DRIVE YOUR BUSINESS AHEAD FASTER THAN ANY OTHER

IMPORTANT INFORMATION

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- Are urged to seek independent legal advice with respect to the matters traversed in this material; and*
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This is another quality resource from the Commercial Real Estate Training Online Series. Contact us below:

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