

THE LISTING STRATEGIES

.....
Find The Best Solutions



J O H N H I G H M A N

Key Listing Strategies

A Workbook for Agents



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How to Use this Workbook Checklist:



1. Enter the data on the blank pages in the categories. Consider the topic and your market for opportunities
2. This checklist aims to help you review your market in many ways and find the current opportunities.
3. Consider each BLANK page and write some points or details down.
4. Choose the things that can work for you and your location.
5. At the end of the process, you will have plenty of good things in categories to investigate and build your real estate business.
6. Start acting on matters in each topic.
7. Track your progress.

Finding Listings

A Strategies Checklist

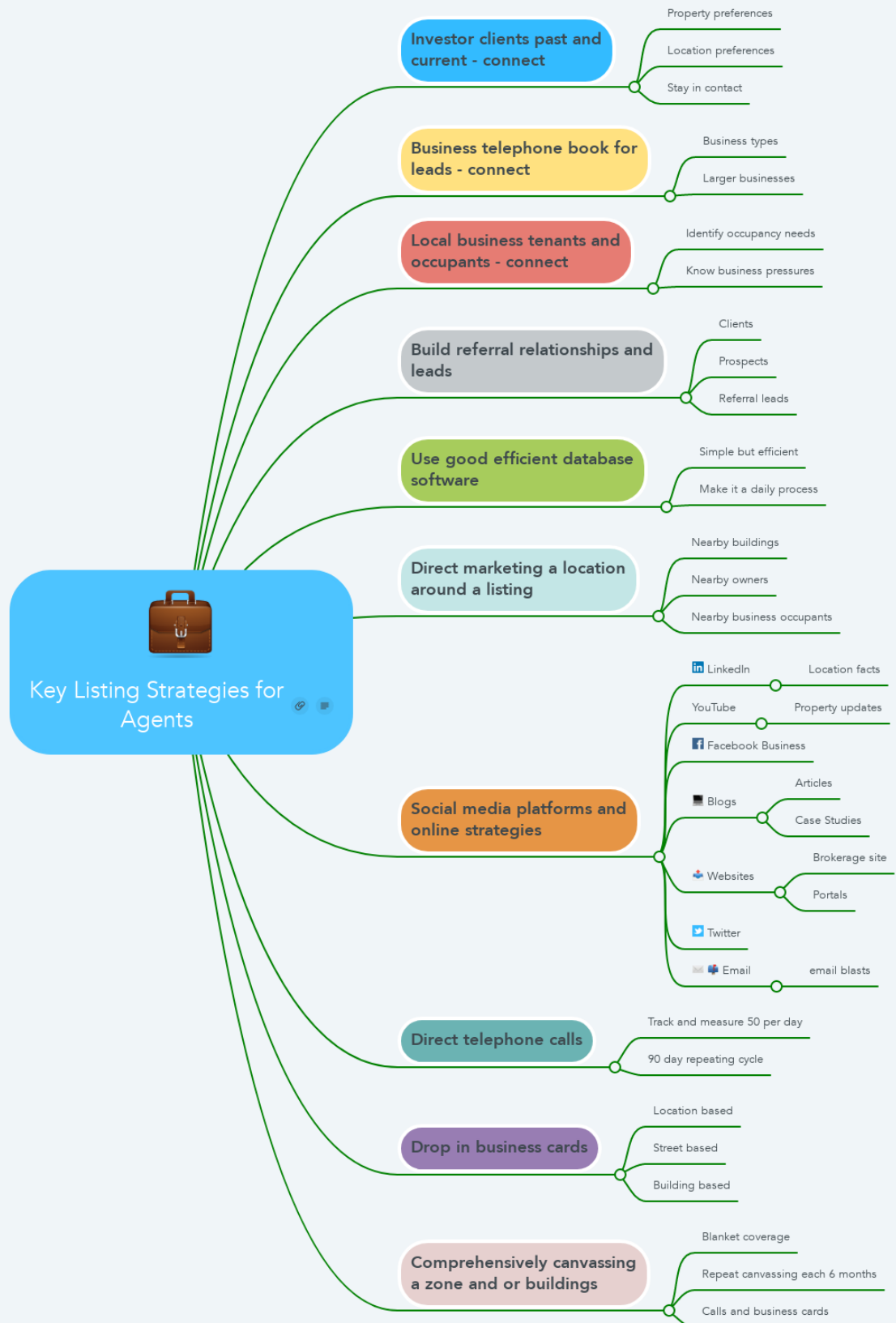
In the dynamic commercial real estate brokerage world, checklists are paramount for success in sales and leasing transactions. These meticulous lists serve as a comprehensive roadmap, ensuring no crucial step is overlooked in complex processes.

Create your lists and stick to them. This checklist here today will help you. Build your business from systems of action and investigation.

In sales, from property valuation to marketing strategies and negotiation tactics, a checklist acts as a strategic guide, enhancing efficiency and minimizing the risk of missing critical details. Similarly, the checklist has become a vital tool in leasing, covering everything from tenant qualification to lease agreement terms.

The fast-paced nature of the industry demands a systematic approach, and checklists provide brokers with a tangible framework, promoting organisation, accuracy, and, ultimately, closing deals with precision and finesse.









Research Article to Reference



<https://commercial-realestate-training.com/key-strategies-in-finding-new-clients-faster-in-commercial-real-estate-brokerage/>

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Checklist Workbook

Enter your ideas and strategies.



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1 Business telephone book for leads - connect

1.1 Business types

1.2 Larger businesses

2 Use good efficient database software

2.1 Simple but efficient

2.2 Make it a daily process

3 Investor clients past and current - connect

3.1 Property preferences

3.2 Location preferences

3.3 Stay in contact

4 Local business tenants and occupants - connect

4.1 Identify occupancy needs

4.2 Know business pressures

5 Build referral relationships and leads

5.1 Clients

5.2 Prospects

5.3 Referral leads

6 Direct marketing a location around a listing

6.1 Nearby buildings

6.2 Nearby owners

6.3 Nearby business occupants

7 Social media platforms and online strategies

7.1 LinkedIn

7.1.1 Location facts

7.2 YouTube

7.2.1 Property updates

7.3 Facebook Business

7.4 Blogs

7.4.1 Articles

7.4.2 Case Studies

7.5 Websites

7.5.1 Brokerage site

7.5.2 Portals

7.6 Twitter

7.7 Email

7.7.1 email blasts

8 Direct telephone calls

8.1 Track and measure 50 per day

8.2 90 day repeating cycle

9 Drop in business cards

9.1 Location based

9.2 Street based

9.3 Building based

10 Comprehensively canvassing a zone and or buildings

10.1 Blanket coverage

10.2 Repeat canvassing each 6 months

10.3 Calls and business cards

IMPORTANT INFORMATION

This information is prepared as general training for commercial real estate practitioners worldwide. 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 are urged to seek independent legal advice concerning the matters traversed in this material and are urged to undertake further studies into legislation and practices that apply in their location.

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