

# Sales Planning

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## **Profitable Listing System for Commercial RE Agents**

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## # A Proven Listing System for Agents

Top agents have listing systems to take their real estate business forward. They avoid the industry's 'peaks and troughs' by sticking to a daily plan of activity that they implement.

They do that activity regardless of what is going on elsewhere and in or across the local property economy. Are you ready to remove the 'bumps' in the real estate road?

## ## Agent Blueprint

\*It is time to set a blueprint of activity to which you can work. Discipline in doing that will help you survive and then thrive as a local agent.\*

Luck has minimal impact on commercial real estate brokerage. Of course, it is nice when 'luck takes over' and [leads you to a property transaction or commission](<https://commercial-realestate-training.com/easy-ways-to-find-commercial-real-estate-listings/>), but you cannot drive your real estate business forward waiting for that 'luck' factor to happen.

## ## Agents Taking Charge

Take charge of your real estate day and your business activities. Choose what you do and control your diary in all respects; others should not get a 'slice of your time' unless it is for something that will help you build your real estate day and [listing opportunities](<https://commercial-realestate-training.com/how-to-expand-your-commercial-real-estate-listing-opportunities-faster/>).

What is the personal process to boost your real estate business? Primarily you can drive your profile deeply into the property territory that you are allocated, you can [pick up more changes and opportunities](<https://commercial-realestate-training.com/the-exciting-sales-opportunities-for-the-next-six-months/>) that the other agents are not seeing or utilizing. As part of that, you can use your listings as reasons to connect with more people in the location.

## ## Engaging Clients and Prospects

A dedicated [listing and marketing system will help you engage with more people](<https://commercial-realestate-training.com/local-business-opportunities-matrix-for-agents/>) as part of finding the deals and boosting your profile. Here are the steps to help you do that:

1. **Focus on a property type and location** – It is a simple logic to work to. As part of that, you can find more local opportunities within a zone or a precinct. You are going deeper into the market and asking the local people more questions. When you are [more specific in your property approaches and conversations](<https://commercial-realestate-training.com/the-differences-that-drive-sales-business-today-in-commercial-property/>), you will find the business. Go deeper into the property ownership records and people that you know and [the properties that you currently target] (<https://commercial-realestate-training.com/how-to-use-essential-production-targets-in-brokerage-sales-and-leasing/>) or want to cover.
2. **Look at competing agents and properties** – Some agents locally will not be overly strong regarding client coverage, marketing, or transaction frequency. Look at the listings on the market for too long with the other agents. See if you can do something about that; perhaps the listing has expired, and that can then be a good time for you to [offer leasing and sales alternatives](<https://commercial-realestate-training.com/four-essential-brainstorming-strategies-for-commercial-real-estate-brokers/>). Stale listings and old listings will be opportunities for you to act on now or in the future. Drive better marketing and target market coverage when you take on new or stale listings from other agencies.
3. **Review supply and demand changes in the segments and precincts** – As the property market changes, there will be plenty of supply and demand shifts with the local property. [Nothing remains the same in commercial real estate today](<https://commercial-realestate-training.com/marketing-priorities-for-commercial-real-estate-today/>). As part of that, you can get involved with the changes, the prices, the rents, and the transactions. Be prepared to engage with more people as this new property market takes shape. [Ask questions of people to understand precisely what they are seeking and reviewing](<https://commercial-realestate-training.com/clear-cut-questions-and-answers-to-explore-with-your-commercial-real-estate-clients/>) in their property ownership and identify any challenges. You can be the solution to take people forward regarding property ownership and coverage in your location. Be specific and ensure you [have all the local things covered and information to track] (<https://commercial-realestate-training.com/the-absolute-power-of-local-property-information-for-commercial-real-estate-brokers/>) the changes in the local area.
4. **Establish an ‘opportunity’ profile for your listings** – Opportunities evolve from a conscious and more profound level of local coverage. You can find those opportunities when you talk to plenty of local people and identify what they think or need when it comes to property occupancy or investment. Get to know the investors and the business owners through your location and do that comprehensively. You will find the opportunities and the profiles of people needing change or help regarding investment and business activity. [Questions about commercial real estate investment and occupancy](<https://commercial-realestate-training.com/checklist-questions-for-interviewing-property-investors/>) lead to opportunities, provided you take the information and do something with it. It can take months, if not years, for a person to get to the next stage of property change and churn. Importantly, you want them to remember you at the right time and in the right way.
5. **Determine an ideal client profile** – Choose the clients you want to work for by type and location. This allows you to drill down into your marketing processes and ensure that you [have all things covered when it comes to prospecting](<https://commercial-realestate-training.com/the-two-things-that-change-your-real-estate-business-forever/>) and new business activities. Be specific when it comes to the client profile that you like to work with and know the reasons behind that. [There will be changes to active clients in the market locally](<https://commercial-realestate->

training.com/a-new-business-prospecting-solution-in-brokerage/) as this property market and cycle changes. Do more with that information and ensure that you are tapping into the people that need property help currently.

6. **Build a personal marketing campaign** – A marketing campaign is something you shape into the local area across social media, newspaper advertising, website activity, blogs, emails, door knocking, and real estate articles. The information you have and identify through the daily activities in the property market will help you. It allows you to [build a marketing profile that is different and more direct](<https://commercial-realestate-training.com/how-to-drive-your-real-estate-business-forward-with-better-marketing/>) than others in the location. Be prepared to share your information across the market comprehensively and directly in a standard way. If you will do anything to build your marketing profile, remember the word 'frequency'. It is essential because contact frequency will allow you to be seen by the right people more regularly, and that is [precisely how you build your profile and marketing footprint](<https://commercial-realestate-training.com/exclusive-local-area-marketing-blueprint-for-brokerage/>) faster across the location.

7. **Gather resources for pitching for services and listings** – There are plenty of changes to allow for when it comes to presenting your ideas for a listing in a location. [Design and use special listing tools](<https://commercial-realestate-training.com/how-to-find-a-listing-style-that-matches-your-client-win-more-listings/>) you can draw on at any time and show the prospect as part of talking about a transaction, a listing, or a negotiation. The best way to display that information is graphically and through statistics. You can keep that information in the 'cloud' and draw it down into your tablet or computer as situations allow across sales, leasing, or property management. Gather that property information regularly and consistently as you grow your local commercial real estate agent footprint. That is how you build relevance and specialisation as a top agent in your location.

These ideas will help you create a listing system that allows you to talk to people and grow your market share. As simple as these ideas may seem, they are practical and powerful. Most agents do not do enough of these things. Are you up to the challenge?

## 1. Prospecting Plan

This should be your PRIORITY #1 in your diary every day. Shape this list to your activities. Spend 50% of your day prospecting for listings and clients.

### 1.1. Goals

1.1.1. Calls out daily

1.1.2. Meetings created

1.1.3. Listings created per week

1.1.4. New clients created each week

1.1.5. Growth of database per day

1.1.6. Business cards dropped daily

## 1.2. Rules

1.2.1. Be consistent

1.2.2. Take action daily

1.2.3. Track and measure progress

## 1.3. Define Problems

## 1.4. Capture Ideas

## 1.5. Prioritize Ideas

## 1.6. Define Action Points

## 1.7. Accurate Database systems

## 1.8. Referrals and Repeat business

## 1.9. Walk your territory daily

## 2. High Quality Listings

Always focus on quality listings. You have to want to work your listings so you do that comprehensively. Poor quality stock is likely to be underserved and will waste your time.

### 2.1. Exclusive listings

2.1.1. Controlled stock

2.1.2. Controlled client

2.1.3. Controlled enquiry

- 2.2. Owner occupation
- 2.3. Investment property
- 2.4. Prime land
- 2.5. Properties for renovation and upgrade
- 2.6. Properties for Project Sales or Leasing

### **3. Other Agents Listings**

- 3.1. Work around other agents listings
- 3.2. Look for older redundant and unsold or unleased listings
- 3.3. Watch price and rent changes
- 3.4. Target clients of other agents that could be under-serviced

### **4. :silk/map: Contact Systems**

Your contact system is the foundation of your real estate business. Develop it and protect it. Ensure that it is accurate.

- 4.1. Repeat Contact 90 days
- 4.2. Have relevant material
- 4.3. Talk about local market changes
- 4.4. Research property owners every day
- 4.5. Cold calling program
- 4.6. Local business card drop system
- 4.7. Seek referrals
- 4.8. Seek repeat business

### **5. Development Approvals**

5.1. New developments under review

5.2. Planning approvals active

5.3. Material change of use

5.4. Check the minutes of the local planning committee monthly for new approvals

## **6. Redundant Properties**

6.1. Check out old properties

6.2. Check out vacant land

6.3. Survey your territory for low quality assets

6.4. Speak to owners about portfolio redundancies

6.5. Canvass businesses in streets asking about nearby property changes