

💰 Top Agent Dynamics Model by John Highman

★ Core skills

- Marketing
- 👉 Prospecting
- Inspecting
- Listing
- Database
- ⚠️ Negotiating
- Documentation
- Market knowledge

✅ Driven

- 📅 Business plan
- Market dominance
- Accountability

👍 Decisive

- Knows what works
- Gives direction to clients
- Makes recommendations
- 👍 Takes action

📁 New business focus

- Listings
- Referrals
- Repeat business
- 👉 Prospecting model
- Relationship builder

✅ Competitive

- ✍️ Test and measure progress
- Points of difference
- Fee strategies
- Commission strategies

🎯 Goal Oriented

- 🚩 Exclusive listings
- Commissions
- Database growth
- Closed deals

😊 Great marketer

- Online
- Direct
- Relationship builder
- Local area focus
- Offline
- 🚩 Top sales pitch
- 🚩 Top presentation

✅ Attention to detail

- Contracts
- Leases
- Client service
- ✅ Listings
- Quality documentation

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

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1. Competitive

- 1.1. Test and measure progress
- 1.2. Points of difference
- 1.3. Fee strategies
- 1.4. Commission strategies

2. Goal Oriented

- 2.1. Exclusive listings
- 2.2. Commissions
- 2.3. Database growth
- 2.4. Closed deals

3. Great marketer

- 3.1. Online
- 3.2. Direct
- 3.3. Relationship builder
- 3.4. Local area focus
- 3.5. Offline
- 3.6. Top sales pitch
- 3.7. Top presentation

4. Attention to detail

- 4.1. Contracts
- 4.2. Leases
- 4.3. Client service
- 4.4. Listings
- 4.5. Quality documentation

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6. New business focus

- 6.1. Listings
- 6.2. Referrals
- 6.3. Repeat business
- 6.4. Prospecting model
- 6.5. Relationship builder

7. Decisive

- 7.1. Knows what works
- 7.2. Gives direction to clients
- 7.3. Makes recommendations
- 7.4. Takes action

8. Driven

- 8.1. Business plan
- 8.2. Market dominance
- 8.3. Accountability

9. Core skills

9.1. Marketing

9.2. Prospecting

9.3. Inspecting

9.4. Listing

9.5. Database

9.6. Negotiating

9.7. Documentation

9.8. Market knowledge