



# Keeping in Touch

Commercial Real Estate Systems for Listings and Commission Growth

# Keeping in Touch with Clients and Prospects

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In commercial real estate, your clients and prospects are the lifeblood of your ongoing listings and sales or leasing transactions. For this reason, you must have an ongoing contact plan to help you keep in touch. Diligence and consistency are essential skills for all agents today.

Interestingly, regular prospecting and client contact activities are the first things that 'fall off the agenda' when agents get busy. Why is that?

Some agents focus on the current deals more than anything and forget about relationship building. This then produces 'peaks and valleys' in income and listings. Don't let the 'roller coaster' of real estate take over your activities. Stay in total control (always); this article will tell you how you can do that.

## 3 Month Cycle

It takes about three months to go from a 'peak' to a 'lull' in commercial real estate. The same rule applies in reverse. If you want to remove the volatility of your commercial real estate listings and commissions, keep in touch with the right prospects, even in the busiest or slowest times (plan and think ahead). That's what top agents do. That's how they make more commissions.

Here is a model that can help you stay in touch with the right people:

1. Email addresses and mobile telephone numbers should be captured in your database so the contact process is easy. That being said, the information should be up-to-date and current.
2. As a basic rule, prospecting should occur in the first 2 or 3 hours of the day. This way, the job is done, and you can get into other things.
3. Client updates and contact should happen around the middle or end of the day. Keep your clients updated with market trends and how they impact listings and enquiries. A client that is informed is a client that you can work with.

4. Inspections can or should occur in the early afternoon so that they do not disrupt regular prospecting and client contact.
5. Negotiations are essential to the deals and the listings. I know that some negotiations can sometimes occur and can take priority over most other things. You must balance current negotiations with and around prospecting activity. Don't stop prospecting (ever).

It is known that the best agents control what they do and when they do it. That level of control helps them get the job done and build market share. You could say that they have some real priorities they work to (and they focus on that).

If you want to rise in the local commercial real estate industry, it is time to look at what you are doing and how it can be improved. Consistency is so important in what we do each day.

Some of the rules above will initially be hard to establish as systems are created and new habits are formed; however, try to commit to at least 50% of them. Over time, the degree of control that you get will help you succeed in the industry.





### *IMPORTANT INFORMATION*

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