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Growth Prospecting



OPPORTUNITY

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Starting Off

- When embarking on a career in the commercial real estate industry or seeking to enhance your performance, I urge you to adopt a business model I've coined, 'The Growth Prospecting Model.'
- This model, known as the 'constant growth' model, promises to propel your career to new heights and ensures a steady stream of opportunities and growth.

Progression

- As the name suggests, it is all about connecting with people and progressing upwards in the industry based on local area and new business prospecting.
- This approach can be successful in several ways.



Planning Model

At the heart of growth, prospecting is meticulous planning and unwavering adherence to your prospecting model.

This model can be continuously refined with new and more detailed actions.



Consistency

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By consistently implementing this model, you can make daily progress that translates into increased market share and listing opportunities.

Growth prospecting provides a clear 'road map' to building your real estate business.

Operating With No Plan

When brokers and agents have few listings, few leads, and no (or very few) calls, it is generally due to one simple thing.

They are operating "off plan" or have "no plan."

Any plan they possibly did have will likely be random and perhaps now relegated to the "bottom drawer" of the desk and forgotten.



**Simplicity
Matters**

Prospecting Master Plan

At its core, the commercial real estate prospecting model is straightforward and comprises the following stages or strategies.


This simplicity should reassure you that you can easily implement and follow this model.

1: Streets and Key Properties

You are researching streets and key properties for ownership details. This is a continual process. It takes time to find the right people, but every day, set some simple, achievable targets for finding the right people.



Finding two property owners per day is a sensible benchmark to set initially. Sometimes, you will miss that target due to the pressures of the day.




The critical fact to remember here is that the process continues through all the pressures of the market and the working day.

2: Ten Businesses Locally

Daily, you talk to at least ten businesses in the local streets within a defined precinct or territory.



The best way to do this is to drop by companies and leave your card. See if you can talk to the manager or proprietor. Also, take their card as a point of contact.



Ask questions to know if they have property pressures or concerns. Track their comments in a database program and contact list.

3: New Contacts


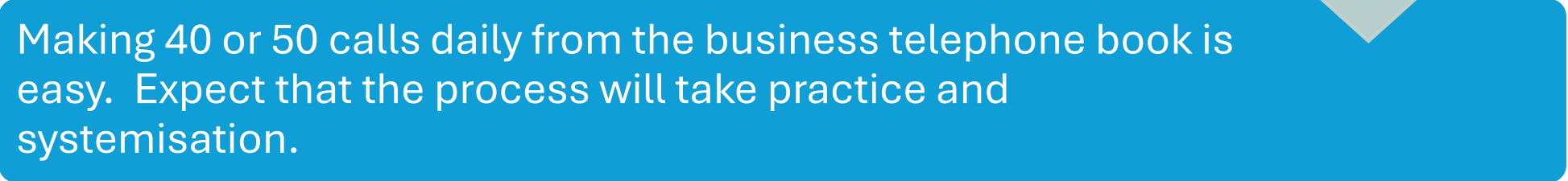
You are talking to several new contacts or business identities on the telephone and discovering any property needs in sales or leasing that may be coming up.



You can use the business telephone book to do that. It would be best to reach new people to fill your opportunity pipeline.



Making 40 or 50 calls daily from the business telephone book is easy. Expect that the process will take practice and systemisation.



4: Outbound Calls

Make outbound calls daily to existing contacts you have spoken to before.

The cycle of ongoing contact with existing people must be maintained to a frequency of one call to all your contacts at least once every 90 days.

Some of those calls can be converted into meetings, which is the priority and reason behind a business call.

5: Comprehensive Database

01

One key pillar of growth prospecting is maintaining a comprehensive database.

02

This database, which should include contact details of landlords, business owners, property investors, tenants, and property management clients

03

This is your 'goodwill' factor in building your real estate business and the foundation for future listings and commissions.

6: Market Yourself

Market yourself to the owners of properties around the general location of other agents' signs and listings

That is in case the neighbouring owners want to 'compete' or participate with other nearby listings.

It is surprising just how often that happens.

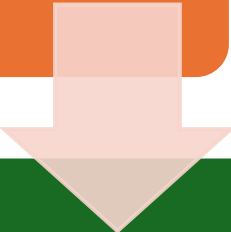
7: Signboard Presence

Build your signboard presence in your local property market. Look for ways to get more signboards into your property precinct.

The quality of the signboards will be a priority; vendor-paid marketing may be a way to get larger signboards into the location and onto listings.

8: Internet Listings

Build your Internet listings and grow your name as a specialist property agent who knows about local commercial real estate.



You can do regular blogs, articles, news releases, editorials, and social media postings to help achieve and grow that profile.



Conclusion

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The above plan is built on establishing regular prospecting numbers and new contacts daily.

Prospecting is the most challenging issue that commercial salespeople need help with.

However, it is the most successful system to implement and drive your business ahead faster.

IMPORTANT INFORMATION

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- Are urged to undertake further studies into legislation and practices that apply in their location.*

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