

An aerial night photograph of a city. The top half shows a dense cluster of skyscrapers, some with blue and white lights. The bottom half shows a busy street intersection with cars and streetlights. A semi-transparent dark blue rectangle is overlaid on the top half, containing the title text.

Ascension Prospecting Model

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When people start a career in the Commercial Real Estate industry or want to improve their results, I like to encourage them to use a business model that I call "The Ascension Prospecting Model".

As the name suggests, it is all about connecting and progressing upwards in the industry based on local area and new business prospecting. There are several ways that approach can occur with great success. This 'Kick Start' program and the book will help with that. The book is specific, but the ideas are well-proven as strategies for agents and brokers.

"Ascension Prospecting" is all about planning your prospecting model and sticking to it in every respect. Every day certain things should be done at a personal level; that then helps an agent or broker move ahead in market share and listing opportunity. 'Ascension Prospecting' will give you a 'road map' to building your real estate business.

When brokers and agents have few listings, few leads and no (or very little) calls coming in; it is generally due to one simple thing. They are operating "off plan" or have "no plan". Any plan that they possibly did have is likely to be random and is perhaps now relegated to the "bottom drawer" of the desk and is forgotten.

Simplicity

In a few simple words a commercial real estate prospecting model is simple and is made up of the following stages or strategies:

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1. **Researching streets and key properties** for ownership detail. This is a continual process. It takes time to find the right people, but every day set yourself some simple, achievable targets in finding the right people. Finding two property owners per day is a sensible benchmark to set initially. At times you will not even reach that target due to the pressures of the day. The important fact to remember here is that the process continues through all the pressures of the market and the working day.
2. **Talking to at least ten businesses** in the local streets within a defined precinct or territory every day. The best way to do this is to drop by businesses 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. **Talking to several new contacts or business identities** on the telephone and find out about any property needs in sales or leasing that may be coming up. You can use the business telephone book to do that. It is important that you reach **new people** to fill your pipeline of opportunity. It is easy to make 40 or 50 calls per day from the business telephone book. Expect that the process will take practice and systemization.
4. Make **outbound calls** every day to existing contacts that 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 to meetings, and that is the priority and reason behind a business call.

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5. **Maintain your database personally** with contact detail on landlords, business owners, property investors, tenants, and property management clients. The database will be your 'goodwill' factor in building your real estate business. It will be the foundation of future listings and commissions.
6. **Market yourself to the owners of properties** around the general location of other agent's signs and listings in case the neighbouring owners want to 'compete' or participate with other nearby listings. It is surprising just how often that happens.
7. **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 of getting larger signboards into the location and onto listings.
8. **Build your Internet listings** and grow your name on the Internet as the specialist property agent that knows all about the local commercial real estate. You can do some regular blogs, articles, news releases, editorials, and social media postings to help achieve and grow that profile.

The above plan is built on establishing regular prospecting numbers and new contacts every day. Prospecting is the most challenging issue that commercial salespeople struggle with. It is, however, the most successful system to implement and drive your business ahead faster.