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# Maximise the Need When Listing

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## Maximise the Need – The facts, the questions and the property

- In commercial real estate agency today you really do need to know what the client requires when it comes to the property sale or the property leasing.
- This information should be comprehensively created through good questions and an understanding of the subject property or the local area.
- In simple terms, you need to find the 'pain points' and maximise the need of the client to use you as the agent of choice.



## Maximise the Need – What do they want?

- Every client will want to get good results as quickly and as easily as possible.
- In saying this, they want to work with the best agent that has the right skill mix to produce the results they require. Is that you?
- The equation is quite simple, and yet the message to the client must be comprehensively created.



## Maximise the Need – Strategies and Engagement

- To maximise the need with the client in using the services that you can provide, here are some strategies to merge into the sales pitch or presentation.



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# 1 - Maximise the Need

- Comprehensively review the property in every respect. Understand the strengths of the property and have a solution to optimize each.
  - Weaknesses will need to be addressed and handled prior to the marketing commencing or alternatively removed as part of the inspection and negotiation process.
  - Most properties will have some weaknesses that should be removed. That is where agents can bring high 'solution' value to the inspection with qualified prospects.
  - Top agents understand how to remove the hurdles from the marketing and inspection process. Make the listing and marketing process easy for the client. Give them 'clear solutions'.



## 2 - Maximise the Need

- Show the client the target market that applies to the listing, and why that is so.
  - Tell them the activities within that target market today and give them examples from your database as to how you will approach the targeted group.
  - The client must see that you completely understand how to tap into the opportunity of the property, and the potential buyers or tenants that are out there currently.





### 3 - Maximise the Need

- At any time, enquiries for certain property types can be limited in number. So you must 'do more with less'. For this reason, every listing should be specifically marketed using a mixture of both direct marketing processes and generic marketing systems.
  - Far too many agents simply advertise a property in the local paper and or the Internet, and then wait for the enquiry to come in. In more cases than not, that 'generic' process does not work.
  - Every listing must be taken to the target audience specifically and directly. That's your job.
  - Every listing that you create in the market today must be communicated to the local business community and property investors directly.



## 4 - Maximise the Need

- To be a top agent, you really do need to be an exceptional marketer both directly and indirectly.
  - The client needs to feel and know that you are the best person to promote the property extensively and exclusively into the local area.
  - Confidence and local market knowledge are the keys to the process.
  - **Definite decisions and recommendations that you give to the client will help them select you as the best agent of choice.**
  - Ongoing feedback is very important as you move through enquiries, inspections, and negotiations. Keep the client fully briefed.





## 5 - Maximise the Need

- The commercial property market doesn't disappear; it just changes constantly.
  - We must be comfortable with change and adjust all our marketing processes accordingly.
  - Understand what's happening in the local property market and direct all your efforts into the busiest segment of investment, ownership, and occupancy.
  - Be sensitive to the feedback and the enquiry that comes towards you. Track everything from meetings and conversations. Extend the engagement and the conversations.
  - Over time you will find lots of leads and opportunities through talking to the right people and keeping the connection 'open'.



## **IMPORTANT INFORMATION**

***This information is prepared as general training information for commercial real estate practitioners globally. No part of this material may be regarded or relied upon as legal or specific advice for individual situations. Although all care has been taken in the preparation of this material, recipients:***

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- Are urged to seek independent legal advice with respect to the matters traversed in this material; and***
- Are urged to undertake further studies into legislation and practices that apply in their location.***

This is another quality resource from the Commercial Real Estate Training Online Series.

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