

know your market, by getting in your market

When I first began my path as an agent, I really took to heart being a market specialist. I made sure to know my chosen marketplace street by street, block by block, and what really paid off for me- was knowing what was happening today, and what was coming. As you learn your market, and research your database, constantly be in your marketplace, and updating your personal expertise. Here are some great ways to do that:

Driving Your Community

- _____

- _____

- _____

- _____

- _____

- _____

- _____

- _____

- _____

- _____

These are just a few to get you started. The information you can absorb about your market is limitless- you just have to have a commitment to **TRULY** becoming **THE** expert, **THE** resource your clients can depend on to know the market.

Get active in smart ways in your market. Most neighborhoods of Los Angeles have Neighborhood Councils, a Chamber of Commerce, along with a slew of other locally based charity and non-profit groups. These are great opportunities for you to meet members of your community, network (potentially with your ideal client), and to know community changes and events that impact the investments your ideal clients want to know about!

Move This Big Rock: Find 3 ways to connect in your community

Select a few groups who have rotating events, and get those on your calendar! For your first year in your marketplace, getting yourself to a minimum of 1 community based event of meeting a week will be as valuable as gold in your meetings!

Nucleus- A Launching Pad for Commercial Real Estate Brokerage

©2017-2018, Alicia Shepherd, and its affiliates and assigns and licensors.

No part of this book may be reproduced in any form or by any electronic or mechanical means,
without permission in writing from the copyright owner.

All rights reserved – All materials subject to change without notice

The author has made every effort to ensure the accuracy of the information within this book was correct at time of publication.

The author takes no responsibility for any loss, damage, or disruption caused by errors or omissions,
whether such errors or omissions result from accident, negligence, or any other cause.

No claim to copyright is made for original U.S. Government Works

anatomy of a cold call

CALL UNTIL YOU
HAVE

WHO 60-100

WHAT CONNECTIONS

WHEN

WHERE

WHY

HOW

Intro

IG- WHY

OE?# 1

OE?# 2

{CLOSE}

OE?# 3

{CLOSE}

If all else fails-