

BLACK BELT BROKERAGE

Your Daily Commercial Agent Development System



WHITE BELT

WEEK ONE

- Intro to Commercial Real Estate
- Tools You Will Need
- Understanding Transactions & Roles
- Understanding CRE Commissions

WEEK TWO

- How to Create Your Core Message
- Owner Representation - Part One
- Owner Representation - Part Two
- Owner Representation - Part Three

WEEK THREE

- Understanding What Owner's Want
- Intro to Listing Presentations
- Commercial Property Valuation
- Understanding Options

WEEK FOUR

- Preheating Appts for Success
- How to Meet w/Property Owners
- Properly Pricing Property
- Overcoming Objections

ORANGE BELT

WEEK ONE

- Defining Your Ideal Client
- Buyer Rep - Part One
- Buyer Rep - Part Two
- Buyer Rep - Part Three

WEEK TWO

- Are BOV's a Good Idea?
- Multiple Marketing Methods
- Area of Responsibility/Prospecting
- How to Set & Achieve Goals

WEEK THREE

- Tenant Rep - Part One
- Tenant Rep - Part Two
- Tenant Rep - Part Three
- The Impact of Your Beliefs

WEEK FOUR

- Tenant Rep - Part Four
- Tenant Rep - Part Five
- Tenant Rep - Part Six
- CRE Fundamentals

BLUE BELT

WEEK ONE

- Office Properties - Part One
- Office Properties - Part Two
- Finding Listing Opportunities
- Time Management

WEEK TWO

- Industrial Properties
- Powering Up Your Productivity
- Finding Your Prospects' Back Doors
- Retail Properties

WEEK THREE

- Multifamily - Part One
- Multifamily - Part Two
- Land & Zoning
- Investment Analysis

WEEK FOUR

- Multifamily Financing
- Into to 1031 Exchanges
- Hospitality Property Brokerage
- Understanding Conduit Loans

YELLOW BELT

WEEK ONE

- Emotional Reasons Clients Buy
- Rapport to Convert Leads - Part One
- Rapport to Convert Leads - Part Two
- Creating Interest in Your Services

WEEK TWO

- Probing & Qualifying
- Pre-framing a Frame of Reference
- Making Great Presentations
- Get the Listing at the First Meeting

WEEK THREE

- Handling Objections - Part One
- Handling Objections - Part Two
- Closing the Sale
- Negotiation Tactics

WEEK FOUR

- Creating an Abundant Lead Flow
- Improving Communication Skills
- 6 Reasons Agents Struggle & Fail
- 1-Page Business Plan

GREEN BELT

WEEK ONE

- 10 Ways to Become a Better Broker
- Relationship Brokerage
- Effective Time Management
- 7 Time Wasters

WEEK TWO

- Art of Selling Your CRE Services
- How to Get Your CRE Phone Ringing
- How to Become a Resourceful Broker
- Hunting the Best Accounts

WEEK THREE

- Power Prospecting
- How to Win at Listing Presentations
- List 12 Properties in 12 Weeks
- Effective Marketing of CRE Listings

WEEK FOUR

- Create & Promote Your Brand
- Intro to Direct Mail Techniques
- The Right Sales Process
- Setting Transformational Goals

BROWN BELT

WEEK ONE

- Taming the Email Monster - Part One
- Taming the Email Monster - Part Two
- What Clients Really Want
- Powering Up Your Productivity

WEEK TWO

- The Power of Questions
- High Performance Networking
- 20 Signs it's Time to Sell
- People, People, People

WEEK THREE

- Negotiating for Maximum Results
- Street Smart & Savvy Brokerage
- Evaluating Success By the Numbers
- Adopt the Rule of Five Strategy

WEEK FOUR

- Setting Transformational Goals
- Overcoming Production Plateaus
- Best Practices of Black Belt Brokers - Parts One and Two