

Effective Listing Presentation in Commercial Real Estate Sales or Leasing



Campaign

- By property type
- By location
- By method of sale or lease
- Timeline
- Identified shortlist of immediate targets



Signboard

- Special signboards
- Location of board
- Merge with local area door knock
- Merge with local area owner contact



Advertising

- Campaign structure
- Online program
- Offline program
- Budget
- Offer Gold, Silver, Bronze packages



Local area marketing

- Street coverage
- Building coverage
- Business coverage
- Owner coverage
- Best method of sale or lease
- Direct calls
- Door knocking



Professional photos samples

- Internals
- Externals
- Other listings



Brochure alternatives

- Simple format
- Complex format
- Email layouts
- Portal banners
- Social media banners



Open versus exclusive

- Differences of coverage and strategy
- Match to the target market
- Timeline of services
- Success rates



Inspection strategies

- Qualification process
- Timing of inspections
- Method of moving through property
- SWOT features



Define the facts

- Best time of year
- Property detail
- Client targets
- Property history
- Comparable properties
- Legal details
- Ownership details
- Price or rent
- Ideal buyer or tenant



Determine target market

- Local people
- Regional people
- Business owners
- Qualification process
- Investors
- Developers



Online marketing

- Email
- Case studies
- Brochures
- Banners
- Portals
- Priority placement
- Google ads
- Keywords for Search Engine attraction



Editorial samples

- Other local properties
- Newspapers
- Website articles
- Social media articles



Social media matrix

- Facebook
- LinkedIn
- Blog posts
- Email database



Timelines and tactics

- Early release
- Primary promotion
- Secondary promotion
- Feedback strategies



Testimonials

- Previous listings
- Previous clients
- Stories from local area
- Current listings
- Applied strategies

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Link: <http://commercial-realestate-training.com/>

These are some of the main listing strategies that will help with commercial property client engagement and interest. The list can be added to based on location and property type.

1. Define the facts

- 1.1. Best time of year
- 1.2. Property detail
- 1.3. Client targets
- 1.4. Property history
- 1.5. Comparable properties
- 1.6. Legal details
- 1.7. Ownership details
- 1.8. Price or rent
- 1.9. Ideal buyer or tenant

2. Determine target market

- 2.1. Local people
- 2.2. Regional people
- 2.3. Business owners
- 2.4. Qualification process
- 2.5. Investors
- 2.6. Developers

3. Online marketing

- 3.1. Email
- 3.2. Case studies
- 3.3. Brochures
- 3.4. Banners

3.5. Portals

3.6. Priority placement

3.7. Google ads

3.8. Keywords for Search Engine attraction

4. Editorial samples

4.1. Other local properties

4.2. Newspapers

4.3. Website articles

4.4. Social media articles

5. Social media matrix

5.1. Facebook

5.2. LinkedIn

5.3. Blog posts

5.4. Email database

6. Timelines and tactics

6.1. Early release

6.2. Primary promotion

6.3. Secondary promotion

6.4. Feedback strategies

7. Testimonials

7.1. Previous listings

7.2. Previous clients

7.3. Stories from local area

7.4. Current listings

7.5. Applied strategies

8. Inspection strategies

8.1. Qualification process

8.2. Timing of inspections

8.3. Method of moving through property

8.4. SWOT features

9. Open versus exclusive

9.1. Differences of coverage and strategy

9.2. Match to the target market

9.3. Timeline of services

9.4. Success rates

10. Brochure alternatives

10.1. Simple format

10.2. Complex format

10.3. Email layouts

10.4. Portal banners

10.5. Social media banners

11. Professional photos samples

11.1. Internals

11.2. Externals

11.3. Other listings

12. Local area marketing

12.1. Street coverage

12.2. Building coverage

12.3. Business coverage

12.4. Owner coverage

12.5. Best method of sale or lease

12.6. Direct calls

12.7. Door knocking

13. Advertising

13.1. Campaign structure

13.2. Online program

13.3. Offline program

13.4. Budget

13.5. Offer Gold, Silver, Bronze packages

14. Signboard

14.1. Special signboards

14.2. Location of board

14.3. Merge with local area door knock

14.4. Merge with local area owner contact

15. Campaign

15.1. By property type

15.2. By location

15.3. By method of sale or lease

15.4. Timeline

15.5. Identified shortlist of immediate targets