TOP TEN COMMERCIAL AGENT SUCCESS STRATEGIES
Commercial Agent Success Strategies

About:
Agents who properly set up their practice and are well trained at winning, negotiating and closing business can make big money. However, most agents do not earn as much as they would like. The number one reason agents under-perform is the lack of convenient access to effective training.

Now that has changed. Commercial Agent Success Strategies provides proven results.

* Experienced agents dramatically improve their business
* New agents become productive much more quickly
* Companies improve production, recruiting and retention

Consider how much you earn on one closed transaction. The best investment you will ever make is in yourself and your people. This is proven training brokers are raving about.

New Customer Guarantee: The “try-just-one” guarantee. Pick your first video. If you don’t think the training is awesome, let us know within 3 days for a full refund! No risk. Your satisfaction is guaranteed.

Better serve clients. Close more transactions. Earn more commissions.

Learn more at www.CommercialAgentSuccess.com

Your Action Notes:
The strategies in this training will help power your business working with buyers and sellers, or landlords and tenants. A lot of strategies will be covered very quickly. Think through the strategies. Be receptive on how to apply them to your practice.

Disclaimer:
The information in this slide deck and video may not be appropriate, suitable, ethical or legal for your specific property, situation, client or market area. Each situation can have unique fact patterns requiring different courses of action. Consult your broker and legal counsel regarding your situation, laws, customs and recommended business practices. The slide decks and videos are protected by federal and international copyright laws. Sharing passwords, copying videos or other dissemination is strictly prohibited.
Instructor

You may know Michael Bull as host of America's Commercial Real Estate Show. The show is seen and heard by millions of people across the country on YouTube, iTunes, 12 podcast sites and the show website www.CRE.show. Michael and his guests have provided market intelligence, forecasts and strategies every week since 2010.

Michael is also a well known instructor, speaker and an active broker.

His brokerage experience is first hand and current. He started selling investment properties at the age of nineteen while attending Georgia State University and became a full time agent at the age of twenty-three. He immediately began studying best practices for commercial agents and has never stopped perfecting the strategies. Michael has closed over $6 billion in sales and leases and is licensed in nine Southeast states. Michael leads a Southeast regional commercial brokerage firm he founded in 1998 headquartered in Atlanta, GA. Michael now shares his successful brokerage practices with agents around the world through live and audio training at CommercialAgentSuccess.com

Michael's articles have been published in major magazines and websites including the National Real Estate Investor, France Media Publications, Multi-Housing News, Shopping Center Business, Atlanta Journal Constitution, Atlanta Business Chronicle, Loopnet and Nation’s Restaurant News.

He is member of ICSC, ALG, ACBR, NAR, REGA, and CCIM.

Connect with Michael:

@BullRealty
Michael Bull

Connect with CASS:

Commercial Agent Success Strategies
@ComAgentSuccess
Commercial Agent Success Strategies

On set of America’s Commercial Real Estate Show
Top Ten Commercial Agent Success Strategies

After attending this session, attendees will be able to

• Identify successful strategies for commercial agents
• Understand and be able to implement best practices
• Identify professional tools and resources
• Understand steps to build a consistent business that grows every year
• Know how to become the go-to broker in a chosen area of expertise.

Action Notes:

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1) Take care of your client

- Client’s best interests above your own
- Decisions become easy
- Be professional and communicate well with all, but...
- Easy button - treat others as you would like to be treated
- End result – professional to all and take care of client

Action Notes:

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2) Education

- New or veteran - continually educate yourself
- 5 buckets: sales/negotiation, analysis/underwriting, service delivery, business generation, operating biz
- Associations: CCIM, NAR, ICSC, IREM, NAA, SIOR
- The Lipsey Company
- The Massimo Group
- Run With the Big Dogs in Commercial Real Estate
- America’s Commercial Real Estate Show
- Commercial Agent Success Strategies

Action Notes:
3) **Specialize**

- Focus on 1 sector and/or service in larger markets
- More valuable to clients
- Efficiency in your practice
- Less transaction risks
- Larger assignments
- Become the go-to-broker
- Focused business plan and mission

**Action Notes:**

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4) Sales and motivation

- Sales in the title – real estate sales person
- Sales, negotiation, marketing, overcoming objections
- Best service or property still has to be sold
- Influencing successful, busy people to make proper decisions
- Motivation, pride, goals
- Books, audio, video, classes

Action Notes:
5) Consistent prospecting

- Prospecting not part of business, it is the business
- You’ll have better choices of clients & properties
- Proper prospecting, researched with value proposition vs I’m great, my company is great
- Multiple prospecting methods
- Tip: Daily goal and daily minimum

Action Notes:
6) Time Management

- Time, your most precious commodity, understand value of your time
- 40 hours week x 50 weeks = 2,000 hours, $200K /2,000 hours = $100 hour
- Plan & schedule - five year, one year, quarterly, weekly & daily goals
- Understand priorities weekly & daily
- Getting signatures
- Qualify prospects & clients
- Watch time wasting...

Action Notes:
7) CRM database

- It's like the card game - Concentration
- Utilize CRM fields daily
- Don’t data dump
- Resources
  - RealNex CRM
  - ClientLook
  - Apto
  - AscendixRE
- Best CRM for CRE...

Action Notes:
8) Running a Business

- Business operations – business plan, investment, training, planning
- Franchisee – franchisor analogy
- Hours and commitment for new business
- CEO, CFO, sales & service
- Job mentality issue, employee or entrepreneur
- Help wanted or business opportunity

Action Notes:

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9) Integrity & professionalism

- Success impacted by your 4 R’s, reputation, referrals, repeat business and relationships
- OMs, bio, web, clothes, correspondence
- Repeat business is a great thing
- No requirement for broker co-operation
- It’s a small world after all

Action Notes:

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10) Proper platform and resources

- Proper resources for success, splits vs resources
- Training, marketing, support, reputation
- Database, owners, comps, performance trends

* CoStar * Reis * RC Analytics
* Axiometrics * Metro Study * RealNex
* LeaseTrac * CCIM STDB * Argus

Action Notes:
Michael Bull, CCIM

Commercial Agent Success Strategies
www.CommercialAgentSuccess.com

Bull Realty – Atlanta, Georgia
www.BullRealty.com

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www.CREshow.com

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