PROMOTING YOU SERVICES & BRAND
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.
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:
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Michael Bull

Connect with CASS:
Commercial Agent Success Strategies
@ComAgentSuccess
Commercial Agent Success Strategies
Promoting Your Services & Brand

• Build a successful business that grows every year
• Become the go-to broker in your chosen area of expertise
• Make warm calls – not cold calls
• Win more assignments
• Foot in the door techniques that work
• Have clients ask you for services

Action Notes:

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Promoting Your Services & Brand

- You are running a business
- Marketing services and brand is part of running any business
- Successful agents are proactively in front of clients related to the chosen focus of their business
- Identify and quantify your clients
- You become what you think about

Action Notes:
Promoting Your Services & Brand

- What is your value add, why you?
- Transaction experience, database, web exposure, e-marketing exposure, broker cooperation/compensation, technology, team behind you, testimonials, specialization, market knowledge
- Create and practice an impressive service presentation you are excited to present

Action Notes:

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Promoting Your Services & Brand

- Work on your bio to attract your chosen clients
- Remove I and we, and replace with you and client
- Promote experience relative to the benefit to your chosen clients
- Utilize economy of words
- Check all bios, company website LinkedIn, CRE websites

Action Notes:
• What is your elevator pitch of what you do?
• What is your business mission and goals?
• What is your answer to, why should I choose to work with you?
• What is your budget of time and cost to market yourself?
• Schedule and monitor your plan

Action Notes:
Promoting Your Services & Brand

- Prioritize and delegate the various methods to promote your services
- Old school first – Meet and call on your chosen pools of clients for lunch, coffee and discussions
- Operation lunch – Call months out if needed. Ask about them.
- Schedule meetings in advance of events and association meetings

Action Notes:

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Promoting Your Services & Brand

Action Notes:

- Exclusive assignments in your chosen specialty are what you want to be known for, so go after the right assignments, and utilize them to promote yourself
- Utilize your assignments to reach out to your chosen clients, not just known buyers
- Call, email and direct mail about your assignments that match your chosen client base
- Offering memorandum, compelling, impressive, mail bound color OM, 10-year proforma, comps, rent surveys
• Newsletters, both email and snail mail with information valuable to your chosen clients
• Blog about information valuable to your clients, share via social media, associations, website, newsletter, press
• Speak on panels at events in your area of specialization
• Be active in associations where your clients are active, leadership, sponsorship, training, committees

Action Notes:

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• Utilize client success stories and completed transactions to promote yourself
• Blog about the benefit your client experienced
• Sold riders, post cards, press releases, web site, newsletter, calls to owners of similar businesses or properties
• Sign exposure for you
• PR firm
• Utilize social media presence to make connections with your chosen clients
• LinkedIn, bio, groups, content, video, blogs, testimonials, research
• Twitter, Facebook, and other social media:
  • Influencers on social media
  • Content of interest to your clients
  • Does not have to be your content

Action Notes:
Promoting Your Services & Brand

- Exude the look of success
- Vehicle
- Attire
- Grooming
- Posture
- Attitude
- Confidence

Action Notes:
Promoting Your Services & Brand

Popular Modules

- Creating Transactions
- Selling Off Market Properties
- Promoting Your Services & Brand
- Offers and Contracts
- Leases to Close More Sales
- From Prospect to Closing
- Closing the Bid Ask Gap
- Adding Value for Tenants
- Understanding & Illustrating Your Value
- Motivation Leads to Success
- Adding Value for Sellers
- Creative Solutions to Close More Sales
- Introduction to Commercial Brokerage
- Obtaining Exclusive Listings
- Preparing Seller & Property for Successful Disposition
- Forms & Notices to Earn More Commissions
- Say This Not That
- Teams that Work
- The Four R's of Handling Offers
- Working with Seller to Properly Price Listings

Preview the latest offerings at www.CommercialAgentSuccess.com