Appointments are Everything in Commercial Real Estate

COMMERCIAL REAL ESTATE BROKERAGE

by John Highman
The more appointments you individually make and hold in commercial real estate, the better your opportunity for generating new business and more commissions. Without being in the face of your market and the people in it, you will struggle to achieve and success will evade you.

This one fact says that you have to be really good at making appointments for yourself with prospects and other people that want to do business one day in the market. If you are like most people in commercial real estate the appointments that you should be making are with these groups:

1. Investors that own commercial real estate
2. Investors that want to own commercial real estate
3. Business leaders that own property from which they operate their business
4. Business leaders that need to own property from which to operate their business
5. Tenants that occupy space in your market
6. Tenants that need to occupy space in your market
7. Franchise groups that need property to expand their network
8. Solicitors that need property help for their clients
9. Accountants that need property help for their clients
10. Developers that like to build and sell property in your area

This small group of people is the core of the market in commercial, office, and industrial property. The more you know them and they know you, the better for your business.

Focus on getting appointments with these people each and every day of the working week. Know the call numbers you must hit each day within this group to get to at least 2 or 3 new appointments on average each day.

This means that you have to make lots of calls to the selected and correct people and you should address the following:

1. Do they have a property interest or need?
2. Are they tenants, investors, or owner occupiers?
3. What type of property need or service do they have now?
4. When do they need help and how will that happen?
5. Do they know what the market is doing currently?

This simple level of qualification can allow you to focus your time on the people that matter. If they
tick all the boxes then a meeting is the ideal way to start the contact process.

Time in commercial property is really the main resource that you have. If your time is not fully directed and controlled to the right meetings and appointments then scattered effort and low commissions will be the result.

Start focusing on appointments with the right people and your business opportunity will lift.
IMPORTANT INFORMATION

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