

How to make money at a live marketing session.

Joke (bring some humor)

Does this work? Sure it does. Dick Miller closes 10 deals a year out of 11 Rli meetings. Any meeting could be worth \$10,000 or more. Make this a priority.

Start Work before the meeting

Reserve the day in appointment book (month in advance)

Pre- register by requested deadline (2 weeks)

Pick two good listings (one week)

Remember the listings reflect your reputation.

Upper end, (are you a \$million dollar agent?)

adequate commission structure

Your specialization.

Well priced or “real deals”

(please leave your low-end overpriced, dogs from
not motivated sellers, at home)

Keep your audience in mind.

Make 30 copies (1 or 2 pages) or enough to go around
(1 to 2 days)

This can be a flyer, multi list with photo or,

Best on standardized marketing detail form

If you use color on top page, or even color
paper, it will stand in the memory

Do plastic transparency of a photo or survey.

Color (Kinko's) is nice

Map, photo and site plan is better.

Bring 15 copies of office list of “exclusive listings”

12 copies of one-page flyers on “Appropriate” listing

DAY of MEETING

Stay & think Positive. Come with an attitude to make a sale.
Come early, this is networking and you want to meet people.
Put your office listings at the rear (hold onto your pitch copies)

Be attentive. Respect that you want others to listen to you so you need to show the same attention to them

Stay in the room, help where you can.

Turn off the Cell Phone. In Emergency put on vibrate or low.

Be prepared, if you didn't get all that above done, you can still start early and get some copies made at the desk or before you come, but not at the risk of being late.

Take notes

Participate in the boards,

Fill out the "have / wants" (add as the meeting goes)

Sign up for your 7-minute Pitch.

Welcome a moderator to help with your **property pitch**.

Use overhead projector. Speak loudly & clearly.

Play by the rules, **be reasonable**, open minded & cooperative.

Pick up a copy of any interesting listings at rear table.

Write mini proposals (an informal letter of intent or idea)

Stay late. (if you pitch and run how can we make that deal?)

If someone is milling around afterwards, do they want to speak to you about business?

AFTER THE MEETING

On the way home think! What are my 2 most likely deals?

Expect to complete a transaction out of each meeting.

Back at the office, organize your materials as you unpack.

Send back up packages to those who inquired.

Follow through, on all proposals in both directions.

Let your clients know what you did for their property.

Council with your clients. Their goals, listing is vehicle.

Keep files or old books of materials. You may not have the other half of that deal today but may get a call next week

Use the next meeting as an absolute deadline to follow through on any unfinished business so that you are reliable.

Convert mini proposals to hard copy offers as soon as appropriate.

Use the next scheduled meeting as a deadline for new listing.

Explain you need the signed listing a week before the next meeting.

Summary

Live network meetings will help you sell more commercial property and give your client's property greater exposure. However as good a selling tool this format is, it is even better for buyer broker clients (fill out that have want) and most important the system is a wonderful listing tool that can get you more listings, faster and at higher average fees.

By Thomas Goebel CPM

Revised June 22, 2001

Annual Property Operating Data

Purpose _____
 Name _____
 Location _____
 Type of Property _____
 Assessed/Appraised Values
 Land \$ _____ %
 Improvement \$ _____ %
 Personal Property \$ _____ %
 Total \$ _____ 100 %

Date _____
 Price \$ _____
 Loans \$ _____
 Equity \$ _____

Adjusted Basis as of _____ \$ _____

FINANCING				
Balance	Payment	Period	Interest	Term
Existing \$ _____			_____ %	
1st \$ _____			_____ %	
2nd \$ _____			_____ %	
3rd \$ _____			_____ %	
Potential				
1st \$ _____			_____ %	
2nd \$ _____			_____ %	

		%	2	3	Comments
1	GROSS SCHEDULED RENTAL INCOME				
2	Plus: Other Income				
3	TOTAL GROSS INCOME				
4	Less: Vacancy and Credit Losses				
5	GROSS OPERATING INCOME				
6	Less: Operating Expenses				
7	Accounting and Legal				
8	Advertising, Licenses and Permits				
9	Property Insurance				
10	Property Management				
11	Payroll - Resident Management				
12	Other				
13	Taxes-Workmen's Compensation				
14	Personal Property Taxes				
15	Real Estate Taxes				
16	Repairs and Maintenance				
17	Services - Elevator				
18	Janitorial				
19	Lawn				
20	Pool				
21	Rubbish				
22	Other				
23	Supplies				
24	Utilities Electricity				
25	Gas and Oil				
26	Sewer and Water				
27	Telephone				
28	Other				
29	Miscellaneous				
30					
31	TOTAL OPERATING EXPENSES				
32	NET OPERATING INCOME				
33	Less: Total Annual Debt Service				
34	CASH FLOW BEFORE TAXES				