

How to Become the Listing King in Your Territory



Presented by Jim Gillespie
951-694-6655
CommercialRealEstateCoach.com

The agents who are the top listing agents within our industry are the ones who want it more than everyone else. They're willing to do whatever it takes to become hugely successful within this arena, and they constantly execute everything that's necessary to make it happen.

When you look at who the top-earning agents are in almost any given territory, it's usually the agents who have mastered getting many listings on the most desirable and in-demand properties. This is because when you have listings, all the other brokers in the territory are helping you to move them, but this isn't the case when you're working with buyers and lessees. You can have 40 listings and have many offers coming in on them from other brokers, but trying to work with 40 buyers or lessees simultaneously could drive you crazy.

If you feel that you don't have enough leads for obtaining new listings, this is an indication that you're not doing enough prospecting, and that you need to get more prospecting done.

Whenever you're doing constant prospecting combined with doing constant mailing to your property owners, the results can become explosive for you. You'll be branding yourself in people's minds through your mailings, and then they'll be hearing from you whenever you're making your prospecting calls, too. In addition, since they've been receiving your mailings and they'll now know who you are, they're much more likely to now take your prospecting calls, and these calls will likely become much more enjoyable for you.

When you're branding yourself in your owners' minds by mailing, you're creating both a brand and a presence within their minds. What this will then accomplish for you when you do it correctly is you'll create the feeling within your owners of "We should be working with this broker when we have our next commercial real estate need." Then, as their need approaches and you've been continually doing your prospecting, you've already become the leading candidate for them to now begin working with. But you can't accomplish this through prospecting alone, as all of your competitors will be doing their prospecting also, and it's extremely difficult to differentiate yourself in people's minds by only doing your prospecting...without doing any mailing, too.

One of the more effective ways to differentiate yourself when you're going after a listing is to have what's called a pre-meeting beforehand with your owner. This is a meeting that you'll have sometime before your official listing presentation, where you'll ask the owner questions like, "What is the main reason why you're selling?", "What's important for you to accomplish with this transaction?", and "What concerns do you have about moving forward with this transaction?" Have a list of questions ready that will elicit what's really important to the owners, and then when you make your listing presentation, specifically tell them how you're now going to address what they've said was important to them in the pre-meeting. This will then help you to bond much deeper with your owner, and have them become more interested in choosing you over everyone else.

Something you'll need to watch out for is the situation where the owners of a property have already decided who they'll be listing with, but they still want to obtain more listing presentations from other brokers. You really want to do everything you can to avoid these situations, and a good question to ask your owners before you ever design your actual listing presentation and package for them is, "If you like what we have to say to you during our listing presentation, will you be listing your property with us?" Then after asking them this question, watch their body language and listen to what they're telling you. If they seem incongruent and/or uncomfortable whenever they're answering that question, they may just be looking to get one more broker to completely waste their time by making a presentation.