

# **HRC**

**The High-Risers Club**

**5.7.2024 – Ways to Create Business**

# Coach Jeff Wright

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# Welcome

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The High-Risers Club

Does anyone have anything great to share personally or professionally?



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# Podcast

**Tune in wherever you get your podcasts!**

- **Last Week: First Time Investing in Commercial Real Estate? Key Considerations and Pitfalls to Watch Out For**
- **This Week: Commercial Real Estate Environmental Reports: The Basics**

Listen on Apple Podcast:



Listen on Spotify:



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# Greatness is Within

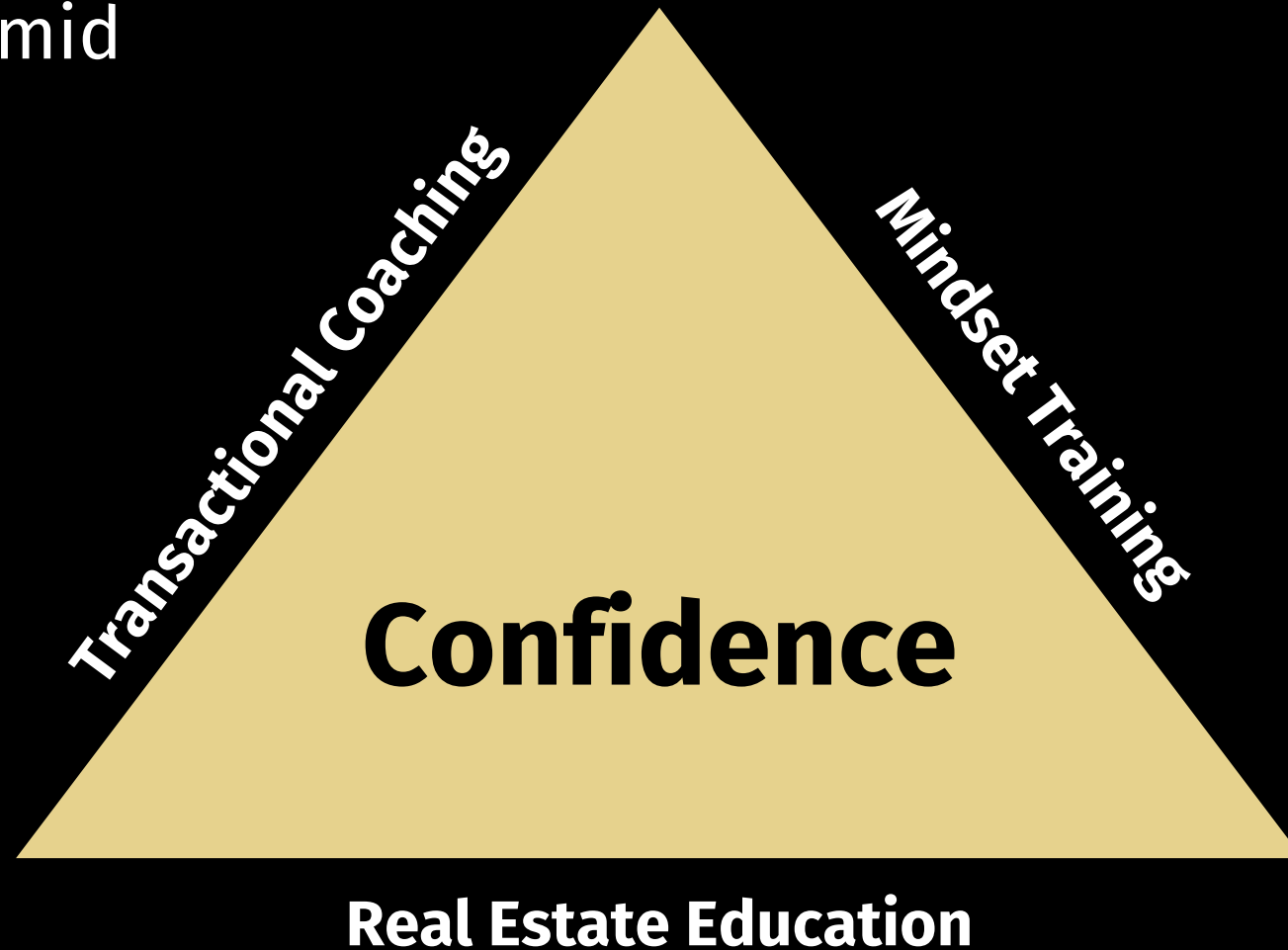


**You Can Do This**

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# Ways to Create Business

## 1. Success Pyramid



Be an A+ Student, Build Confidence

# Ways to Create Business

## 2. Develop a Success Plan

- Be Consistent
- Study Top Producers

# Ways to Create Business

3. Tell people you handle commercial, investment, and residential real estate

- Your business card
- Your email signature
- Your text signature
- Your social media posts



# Ways to Create Business

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## 4. Past Residential Clients

- You can handle all their real estate needs

# Ways to Create Business

## 5. Sphere of Influence / Personal Network

- Family and friends
- Place of worship
- Athletic and social clubs
- Schools your children attend
- Wherever you interact with others

# Ways to Create Business

## 6. Professional Networking

- Residential REALTORS®
- Local Chamber of Commerce
- Professional trade organizations (CCIM, SIOR)

# Ways to Create Business

## 7. Direct marketing

- Building owners and landlords
- Residential REALTORS®
- Business owners

# Ways to Create Business

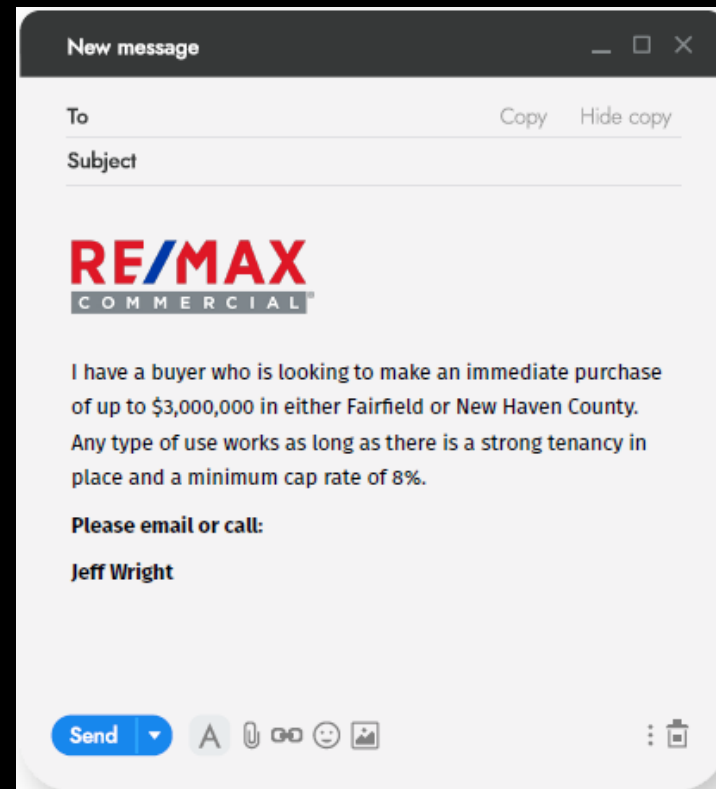
## 8. Digital marketing

- Website
- Email newsletter
- Blog
- Social media

# Ways to Create Business

9. Create a comprehensive list of commercial REALTORS® within a 2–3-hour radius

- Email them every time you have a need or a listing



# Ways to Create Business

## 10. Proactively Prospect for Clients

- Expired (LoopNet, CREXI, MLS)
- For sale or lease by owners
- Brokers Protected

**OFFICE SPACE  
FOR LEASE**

**BROKERS PROTECTED**

**203-268-1118**

**OFFICE SPACE  
FOR LEASE**

**203-268-1118**

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# Ways to Create Business

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11. Provide Free Resources and Education



# Ways to Create Business

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12. Specialize in property types

# Ways to Create Business

## 13. Earn designations

- CCIM
- SIOR

# Ways to Create Business

## 14. Join Associations

- CCIM Institute
- SIOR
- NAIOP
- Urban Land Institute
- ICSC
- CREW
- NMHC
- BOMA
- The Appraisal Institute
- Institute of Real Estate Management (IREM)

# Ways to Create Business

## 15. Develop a powerful list of referral sources

- Land Use Engineers
- Surveyors
- Commercial Real Estate Attorneys
- Commercial Appraisers
- Commercial Lenders

# Join Our Facebook Group

<https://www.facebook.com/groups/commercialrealestateforresidentialrealtors>



# Next Session

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## Next Session: The World of Cap Rates

Tuesday, May 14<sup>th</sup>, 2024  
@ Noon Eastern

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