

YOUR FOUR-YEAR PLAN

One simple strategy that pays off big

Long game begins

Short game begins

2018 2019 2020 2021

If you want to be a top broker in your market, it takes a bit of time, consistency, and discipline. You have to play the long game and build genuine relationships with the key players.

It sounds simple, but it's easier said than done. Most brokers don't like to admit it, but there are plenty of clients—aka future opportunities—that they lose touch with. You might think you're checking in often enough, but after awhile you get busy and forget to call.

That's where technology comes in. Just a simple reminder to check in once a month or once a quarter can yield incredible benefits in the long run and give you a huge competitive advantage. Consider this scenario:



LONG GAME

vs

SHORT GAME



2018

JANUARY

You find CSB, Inc. space in an office building in downtown Denver with a four-year lease. You've spent months working closely with the founder, and he's very pleased with the result. The second floor of an office building is the perfect size for the company's 75 employees, and there's a little room to grow as well.

You shake hands, part ways, cash your commission check, and update the company and contact information in your CRM. The founder—your main contact—is automatically added to a call list that will prompt you to call them once a quarter.



There are a number of commercial real estate brokers working in Denver. They've been in the business for a few years and are relatively known in the market, but they don't have a system in place to prospect or nurture contacts consistently. A few use paper and pen to keep track of their business, others use Excel spreadsheets, and a few even do it all by memory. On any given day they're networking, working a deal, or maybe prospecting.

APRIL

You check in to see how they're settling into the new space.



JULY

You email them an article about new restaurant openings downtown, highlighting a few that are near the space.



OCTOBER

You grab coffee with the founder to catch up and hear how business is going for them.



Chirp Chirp



2019

JANUARY

You send them a market report showing that they're paying below market rate, reassuring them that they're in a good spot.



Broker 1 checks his email, sends his junior broker out to canvas an office park, then hits the golf course.

APRIL

You send them the calendar for the Rockies baseball season, knowing that game days will affect the parking rates for their employees.



JULY

You send them news of some upcoming development projects in Denver, including a new mixed-use complex with retail, office, and residential space.

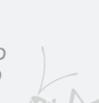


OCTOBER

You grab coffee with the founder again and congratulate them on their rapid growth.



Chirp Chirp



2020

JANUARY

You send them a congratulatory email when you see the company listed in Denver's Best Places to Work.



Broker 2 makes a few cold calls one morning, checking his notes in Excel and Outlook for each contact beforehand.

APRIL

You send them a new market report, assuring them that they're still paying a fair rate.



JULY

You send them a news story about Denver's growth in the tech world and the rising number of young professionals moving from Silicon Valley.

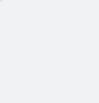


OCTOBER

You get coffee with the founder again, talk a little about their company goals, but mostly just talk about where you're taking your kids trick or treating this year.



Chirp Chirp



2021

JANUARY

You begin a conversation about their lease to see if they need to expand into a bigger space.



Broker 1 and Broker 2 send generic emails introducing themselves.

APRIL

You check in again with this year's Rockies schedule, new restaurants in town, and new city developments underway.



Broker 2 knocks on the door, asks for the head honcho, and gives out his business card.

JULY

You take them on several property tours in their preferred neighborhoods.



Broker 3 calls the company line and makes small talk for a while.

OCTOBER

After months of debate and negotiation, they sign a five-year lease in the mixed-use development you told them about years ago.



Brokers 4 and 5 stop by the company-hosted startup crawl, distracting the employees from others who need their attention. They hand out a few cards and leave.

2022

JANUARY

CSB, Inc. moves into a new space and you cash your commission check. Again. Repeat.

