SEIZE THE DEAL

How CRE brokers can leverage deal announcements as a strategy

NEW DEAL ANNOUNCEMENTS

- Network connections
- Dispositions (past 18 mos.)
- Acquisitions (past 18 mos.)
- Markets
- Property Types
- Number of owned properties

BUYER DETAILS

- Client 1
- Prospect 1
- Prospect 2
- Prospect 3

BUYER PROPERTIES

- Accepted offers
- Just listed / Marketing
- Proposal to represent
- First meeting
- Trying to get meeting
- Just called / Direct introduction
- Just introduced

BUYER NETWORK CONNECTIONS

- Prospect 1
- Prospect 2
- Prospect 3

BUYER SALE RECORD

- Client 1
- Prospect 1
- Prospect 2
- Prospect 3

BUYER CONFIGURATION

- A list of prospects directly from this sale.

SELLER DETAILS

- Client 1
- Prospect 1
- Prospect 2
- Prospect 3

SELLER PROPERTIES

- Accepted offers
- Just listed / Marketing
- Proposal to represent
- First meeting
- Trying to get meeting
- Just called / Direct introduction
- Just introduced

SELLER NETWORK CONNECTIONS

- Prospect 1
- Prospect 2
- Prospect 3

SELLER SALE RECORD

- Client 1
- Prospect 1
- Prospect 2
- Prospect 3

SELLER CONFIGURATION

- A list of prospects directly from this sale.

ANNNOUNCEMENT OF A DEAL

Whether you have a deal or not, you can use the information strategically.

FIRST THINGS FIRST

- Learn more at www.apto.com/demo

BUYER

- A warm lead could make all the difference in priming a new contact for a new engagement.

SELLER

- There’s not much more that needs to be said about this, other than it’s already happening.

LETS GET TO WORK

- Use the sale to create buzz around the market and leverage it for confidence.

ACTION

- Use the sale to influence the BOV and build their confidence.

LETS DIG EVEN DEEPER

- Use the sale to motivate them to meet with someone.

OFFER

- Use the sale to get them to accept the offer.

LET’S GET TO WORK

- Use the sale to share how you can leverage it for confidence.

CUSTOMERS & PROSPECTS WITH COMPARABLE PROPERTIES

- A list of prospects directly from this sale.

Learn more at www.apto.com/demo