

blog post

8 Commercial Real Estate Coaching Strategies for a Cutting-Edge, Profitable Business Year After Year

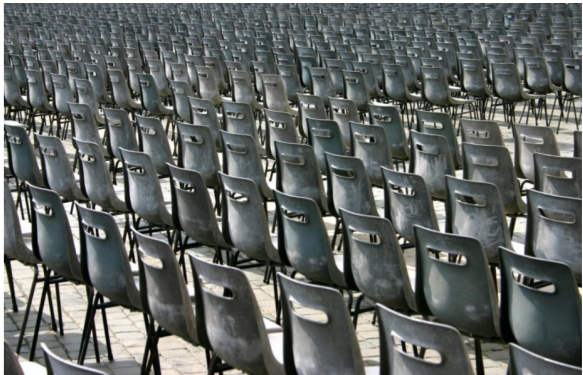
by Mandy Ellis on May 25, 2021

When you think about growth, do you solely focus on more revenue and leads? Or do you dig in deeper with continual commercial real estate training that ensures you're updating systems, strategies, and processes to stay relevant and fresh? Creating a high-earning business, especially for leaders of brokerages and managing directors, comes from diligently working on CRE training and building it into the framework of how you evaluate your company.

Apto works with top real estate coaches on training for new hires as well as top leadership to help refine performance with specific tech tools and methods that grow CRE businesses to greater heights more efficiently. With a constant learner's mindset and coaching help, adapting to changes, like [implementing new CRE technology](#) or moving away from dated processes, is not only simpler, but encourages growth both professionally and personally. Whether you're a new hire or seasoned veteran, here are a few commercial real estate agent training tips that give you an edge over competitors for long-term success.

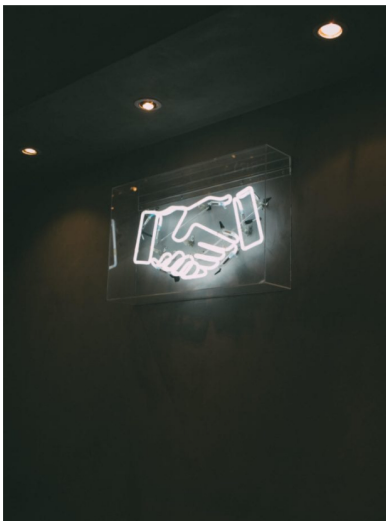
TIP 1: Work on Evolving the Definition of Your Ideal Target Audience

Although you may have known your past clients' every detail, the pandemic accelerated changes in their needs, wants, and property types. As your audience now copes with new developments, staying on top of their ever-evolving needs is imperative. Think about how your audience shifted and what might impact their future property requirements and choices. How can you continue to market well, but meet your prospects where they're at now?



If you build into your [commercial real estate prospecting](#) the expectation that your target audience shifts alongside the market when it comes to why they need your help, their major headaches, and how you can uniquely solve their issues, it's much easier to explain the evolving value you provide. In smart ways, you can boost your know, like, and trust factor, deepen your target client knowledge, and hone your marketing to a more detailed level. Even if you're a seasoned broker, refining your ideal audience as it transforms makes a difference in addressing shifting needs while helping you grow.

TIP 2: Improve Your Real Estate Marketing Strategy With Consistent Team Collaboration

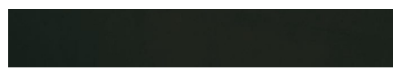


All the top real estate coaches and trainers will tell you that constantly filling your lead pipeline is nonnegotiable to turn up more clients. But the marketing they told you to complete a decade ago is lightyears away from the strategy they'd recommend today. Shifts in content creation and campaigns, and the way your potential clients consume content, means utilizing diversified marketing across several different channels then consistently reviewing results.

Craft value-packed content by leveraging your industry and niche expertise about topics from research on local trends to transaction mistakes to commercial real estate coaching opportunities. Share your unique view on data and the CRE space to be seen as a thought leader while you speak specifically to your ideal audience.

Once you've got a creation system for thought leadership content, consider a marketing strategy that includes promoting on social media and email channels for more traction and leads. Then grow your outreach by designing targeted email templates – from introductions to follow ups – that can be easily customized for effective and efficient scaling.

And no [detailed, honed-in marketing strategy](#) would be complete without sifting through reports

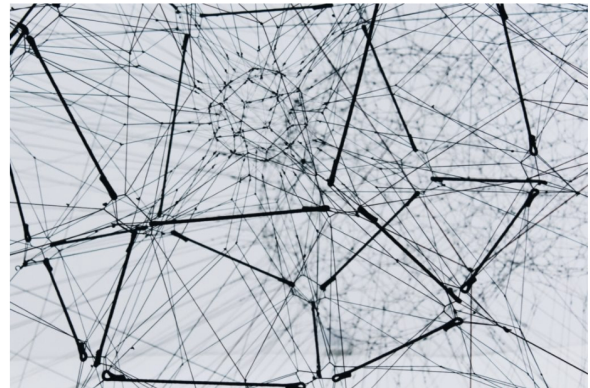


for what's performing best and getting the most traction, what's wasted time and effort, and what can be replicated to create more top-performing content. Re-evaluate your goals based on the data and work to optimize content effectiveness for better results. Think, "How can I create fresh ideas based on my best content that help me stay top of mind with my target audience?" In order for your business to reach its full potential, regularly evaluate your strategy with your team to zero in on the types of marketing that work best for attracting your ideal clients right now.

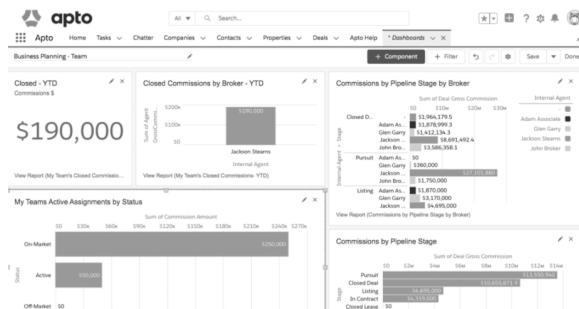
TIP 3: Build and Maintain a Quality CRE Network Designed for Growth

One of the biggest missteps commercial real estate mentor programs make is focusing too sharply on who you know in your network instead of who knows you. You may prioritize local networking events, associations, charities, and organizations, as they do offer opportunities for network expansion. But you're failing to focus on building stronger connections with those who know who you are, what you stand for, and what types of clients you help.

It's critical to build relationships with deep roots to craft a quality network that pushes your business to grow. Provide value by nourishing your relationships beyond a few meetups or a single transaction; look for nurturing opportunities for building referrals. No matter where you stand in your CRE training, you never know where your next prospect or project may come from. But if you have connections who understand who you are beyond simply a CRE business, it's more likely you'll see additional referrals and leads.



TIP 4: Invest in a Progressive CRE CRM Software Solution



When it comes to commercial real estate prospecting, there's no substitute for a quality CRE CRM that helps you manage the multi-step processes of marketing, prospecting, and managing clients. And there are plenty of fantastic CRM solutions, like Apto, available. But whichever tool you choose, it has to be something cutting-edge you use consistently, helps you learn and grow, and is as efficient as possible.

That means choosing software, preferably cloud based for easy access, that aggregates all your data into a single tool, releases new features based on customer feedback, and helps you complete all your processes quickly. It fits your budget for the long-term without any clingy contracts, and evolves over

time to provide ongoing support for business changes or issues.

It's a tech tool workhorse that provides predictive insights so you can focus your efforts on closing deals while the CRE CRM tracks, monitors, and streamlines your operations. Even if you're just starting out, stepping up to an integrated solution that handles the multi-faceted pieces of your business means you're already prepped for growth.

TIP 5: Consider Investing in Yourself With a Dedicated CRE Coach or Coaching Service

Top real estate coaches and trainers, like [The Massimo Group](#), sharpen talent at some of the top CRE firms in the country. Agents from newbies to decades-in brokers invest in their future by learning how to adapt to change, achieve their potential, and recognize how to improve their weaknesses. With coaching, you can course-correct as well as add in new approaches and personal accountability.

Without the outside insight of a commercial real estate mentor, brokers could lose out on techniques and systems for improving lead or follow up processes, properly evaluating their business strategies and workflows, and real-time feedback from a pro. One of the best ways to grow while maximizing efficiency and profits is [finding a CRE mentor](#) with decades of experience, proven results, and a variety of skillsets you can learn from. A proven success path and the experience to show you how to avoid mistakes accelerates your growth and fast-forwards over potential missteps.

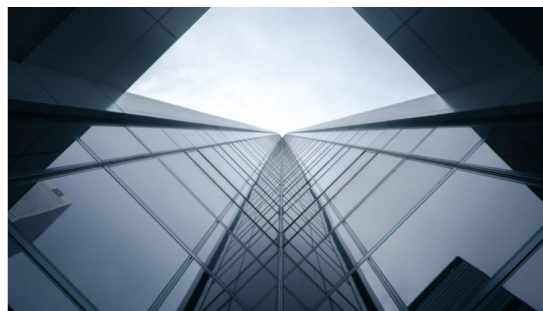


TIP 6: Develop and Maintain a SWOT Analysis for Your Commercial Real Estate Business

Regularly performing your SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis is critical for any [commercial broker](#) who wants to build a better, more



profitable business. Because these reviews help you find blind spots, it's easier to see your opportunities for growth, where you're falling short, and positive attributes of yours that were previously hidden. When you make SWOT analyses part of your internal training, including commercial real estate sales training for new agents, not only does the knowledge fill company gaps, but progress and improvement become the name of the game.



TIP 7: Forever Explore New and Emerging Neighborhoods



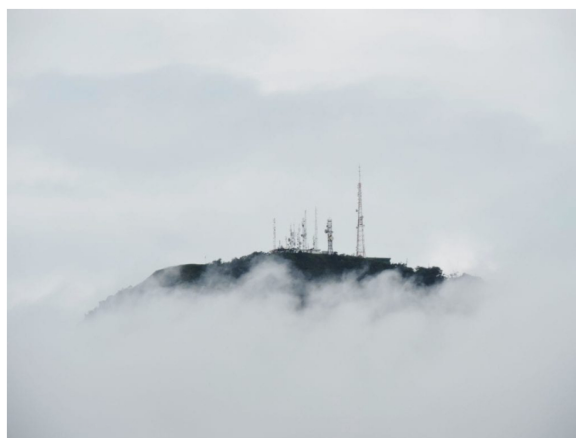
Want a flow of fresh opportunities for leads you previously overlooked? Set up time in your calendar for regularly exploring new areas. Not only is this fun, but you may learn about a new niche or property opportunity that can set you apart and help you get new business. You're able to keep your mind open to emerging neighborhoods, track evolving options, and expand your network for new leads.

Because areas in your city are constantly changing, what's old can become new, and what's in can quickly become out. But when you have your pulse on a number of different spots outside of your typical stomping grounds, unexpected opportunities to grow may appear, creating competitive advantages.

TIP 8: Routinely Work on Communication and Listening Skills

Commercial real estate training 101 always comes back to building relationships. But if you can't communicate well and truly listen to your clients' needs, your business will likely flatline when it comes to growing quality relationships and referrals. Hearing your clients' concerns and questions allows you to respond thoughtfully and genuinely with the right information rather than react with the first set of facts that pop out. Plus, quality communication and listening leads to greater trust and future leads because your clients feel understood and heard.

By working on listening and responding with care, you'll stand out among other CRE brokers by [creating memorable client experiences](#) and easy opportunities for clients to remember why they hired you.



Conclusion

Ongoing training, upping your skillset, and honing your knowledge base are imperative to creating a CRE business that thrives even under trying circumstances. Remaining updated on fresh information and having a growth mindset edges out your competitors and keeps your business relevant.

No matter where you are in your commercial real estate agent training or how many years you've been licensed, there are specific tools and tech that can help you stay ahead of the curve and at the top of your market. Although there's many tech stack options available, few have the trust of 10,000 brokers like Apto, who leads the commercial real estate CRM and deal management software arena. If you want your business to soar, consider [requesting a demo of Apto today](#).

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