

OWNERS, IMPROVE YOUR MARKETING BY HAVING AND MAINTAINING A PLAN!*

*** Author's note: I am assuming three things (1) you recognize that the brokerage community is your salesforce, (2) you or your broker subscribe to CoStar and (3) increasing the number & quality of physical inspections is the goal.**

1. Compile a [SWOT](#) and [USP](#) for competitive properties using CoStar search criteria of location, property type, availability, and timing. There are additional search requirements that may be included such as parking, public transportation, labor availability, walkability, amenities etc.
2. Group competitive properties into the following:
 - a. Direct competitors
 - b. Tour competitors
 - c. Broker's Property Space Survey
3. The brokerage community is your sales force. How are you using the below tools to inform, motivate, and remind the brokerage community of your availability and marketing story? Do they reflect your SWOT analysis and USP?
 - a. The Leasing Sign _____
 - b. Broker Email Blast _____
 - c. CoStar & Other CRE/MLS _____
 - d. Brochure/Flyer _____
 - e. Marketing Center _____
 - f. Broker Incentives _____
4. How can the tour be enhanced? What does the prospect see? What will the 'decision maker' think? What will the present staff, and future employees appreciate? What will the head of the HR department think? Consider what the prospect wants, and why they want it!
 - a. Entrance _____
 - b. Signage _____
 - c. Curb appeal _____
 - d. General Parking _____
 - e. Guest/Broker Parking _____
 - f. Lobby, tenant directory, amenities, elevator to our office _____

- g. Office reception area _____
- h. Wall awards, association, historic events _____
- i. Office or Conference room _____
- j. Marketing Center _____
- k. The space _____

5. Team assignments

- a. Prepares the Monthly Marketing Report _____
- b. Take calls and inquiries from brokers and direct users? _____
- c. Set up and conduct the property tour _____
- d. Coordinate the marketing effort _____
- e. Canvass the business community _____
- f. Canvass the brokerages community _____

Leasing Activity Form

The Leasing Activity Form is used to standardize your leasing program and provide structure for your monthly marketing meeting.

1. The following are summarized from the Leasing Activity Forms and included in our monthly marketing meeting.
 - a. Level One: List and total of calls received about the property.
 - b. Level Two: List and total SF of Broker Surveys our property & space was included on.
 - c. Level Three: List and totals of tours received by sf, new tours, retours.
 - d. Level Four: # of new RFP/or Letters of Intent
 - e. Level Five: # of deals and SF closed this month
 - f. Level Summary: # of transaction and SF at each

2. Change report of the market and our competition. (These reports can be easily produced with CoStar Bundled Report functionality)
 - a. # of new competitive properties
 - b. List of competitive space added to market
 - c. List of competitive space removed from market and why
 - d. Competitive Asking Rent changes?
 - e. Change in competitor's ownership?
 - f. Where are we in the supply/demand market cycle?
 - i. When will it become a landlord market?

3. A list of reason given to us, for why the prospect didn't get to the next step.
 - a. Received call>>>>Why we did not get on the space survey?
 - b. We were on space survey>>>>Why we didn't get on the Tour list?
 - c. We were inspected and toured.>>>>>why we didn't get to make a proposal?
4. What was the answer to The Last Question? (Is there anything that concerns you about our property and availability? (this is on the information exchange form)
 - a. _____

References

1. https://www.mindtools.com/pages/article/newTMC_05.htm
2. https://www.mindtools.com/pages/article/newTMC_11.htm
3. <https://blacksdirectory.com/>
4. <http://www.costar.com>
 - a. Comprehensive Change Report
 - b. Leasing Activity Report
 - c. Block Size Report
 - d. Map Report with 1-line report of long and short list competitors/Use Mailer Format
 - e. Combination Charts: (1) Absorption & Deliveries, (2) Vacancy & Rental Rate, (3) Occupancy & Rental Rate

If you want help configuring and automating CoStar's reports for your Monthly Marketing Meetings, call me, I designed and taught this subject and I am available to do 'hands on' consulting.

Jim Black jim@BlacksDirectory.com Call me and leave a VM at 732-693-8700

LEASING ACTIVITY FORM

Name _____ Start Date _____

TENANT BROKER		
Broker's Name:		
Company Name:		
Address:		
City:	State:	Zip
Phone:	Email:	
Our relationship with the tenant broker <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> None		
PROSPECTIVE TENANT		
<input type="checkbox"/> Broker Deal <input type="checkbox"/> Direct Deal/No Broker <input type="checkbox"/> Existing Tenant		
Company:		
Address:		
City:	State:	Zip
Contact Name		
Phone	Email	

SUBJECT PROPERTY & SPACE	
LEAD SOURCE	
<input type="checkbox"/> The Sign	<input type="checkbox"/> CoStar
<input type="checkbox"/> Email Blast	<input type="checkbox"/> Advertising
<input type="checkbox"/> Other	
INFORMATION REQUESTED	
<input type="checkbox"/> Availability	
<input type="checkbox"/> Rent	
<input type="checkbox"/> Brochure	<input type="checkbox"/> Floor Plan
<input type="checkbox"/> Work Letter	<input type="checkbox"/> Website
<input type="checkbox"/> Sample Lease	

REQUIREMENT NOTES	
Search Area:	Type Move: <input type="checkbox"/> Relocations <input type="checkbox"/> Expansion <input type="checkbox"/> Reduction
Initial Size: Expansion Needs:	Types Operation: <input type="checkbox"/> HQ <input type="checkbox"/> Sales <input type="checkbox"/> Back Office <input type="checkbox"/> Other
# of Employees: Parking Requirements:	Reason for Moving:
Timing <input type="checkbox"/> 30 <input type="checkbox"/> 60 <input type="checkbox"/> 90 Other _____	Special Needs:
Additional Notes:	

SALES STAGES & REASONS WHY NOT!	
1. Initial Search & Call (20-40) and Date	Information Discussed
2. Broker Survey/ Long List (15-25) <input type="checkbox"/> Yes Date _____ <input type="checkbox"/> No and why! _____	4. Letter of Intent/RFP? <input type="checkbox"/> Yes Date _____ <input type="checkbox"/> No and why! _____
3. Property Tour/ Short List (2-7) <input type="checkbox"/> Yes Date _____ <input type="checkbox"/> No and why! _____	5. Finalist? Negotiating Beginning (2-3) <input type="checkbox"/> Yes Date _____ <input type="checkbox"/> No and why! _____

