



Meet the **DEAL MAKERS**

CONTACTS AND IDEAS
ABOUND AT THE RE/MAX COMMERCIAL
WORLD SYMPOSIUM

COMMERCIAL REAL ESTATE IS COMING BACK, and there's no better time than now to be with RE/MAX Commercial.

That was abundantly clear during the 2012 RE/MAX Commercial World Symposium in late September, where more than 100 Commercial Practitioners gathered in Denver to exchange referrals, network and share their best ideas.

WAYNE D'AMICO'S TOP **10 TIPS** *for Commercial Practitioners*



Wayne D'Amico (CCIM), Senior Managing Director of RE/MAX Right Choice Commercial & Investment Division in Trumbull, Conn., will serve as 2013 President of the CCIM Institute. Here are his top tips for commercial practitioners.

EXPAND YOUR WORLD.

Determine whether your business is based on product specialty or geography – and then widen the circle. If you're an industrial specialist,

branch out beyond your usual geographical area. Conversely, if you prefer to stay within a certain city or county, consider adding a few more products to your skill set.

PHOTOGRAPHY BY MARC PISCOTTY

◀ **READY, SET, NETWORK:**
ATTENDEES HAD JUST ONE MINUTE TO EXCHANGE CARDS AND MAKE CONNECTIONS DURING A FUN AND FAST-PACED SPEED NETWORKING SESSION.



◀ **EXPERT INSIGHTS:**
RE/MAX CEO MARGARET KELLY ADDRESSED ATTENDEES AT THE SYMPOSIUM, SHARING AN ECONOMIC OVERVIEW AND INSIGHTS ON THE COMMERCIAL MARKET.



3 COMMERCIAL QUICK TIPS

“Don’t overlook the small deals, **because little deals can lead to big deals.**”

– PATRICIA SCHWARTZ, RE/MAX PREFERRED, MADISON, WIS.

“**Seek commercial referrals from residential agents.** They’ll make more money on the referral fee and ensure that the lead is properly taken of.”

– BRENDA SLAVIK, RE/MAX UNLIMITED NORTHWEST, ALGONQUIN, ILL.

“**Develop a points system to qualify potential clients.** If they don’t pass your test, fire them and seek out clients who are worthy of your time.”

– MICHAEL S. LUNN, RE/MAX COMMERCIAL PROPERTY SOLUTIONS, MERRILLVILLE, IND.

PLAN AHEAD.

Understand that expanding your reach will require increased time and/or expense. Plan ahead and budget for travel time and transportation costs.

GATHER MARKET INTELLIGENCE.

Mine data sources (TREPP, CoStar, STDB, Xceligent, etc.) constantly to know the market inside and out. It will pay off.

DO WORK THAT THRILLS YOU.

Ask yourself if it seems exciting to pitch to new companies in new product specialties or areas outside your traditional ones. If the answer is yes, then go for it!

KNOW RE/MAX COMMERCIAL.

Find out what RE/MAX Commercial divisions and

offices are near you, and who the CCIM designees are in your area. Also, identify national and international team players to partner with. Look at their bios, production awards, designations and consumer reviews to see if you’re compatible.

NETWORK!

Join organizations such as CCIM, Society of Industrial and Office Realtors (SIOR), ICSC (International Council of Shopping Centers) and CoreNet Global (Corporate Real Estate Executives). Attend conferences like the RE/MAX Commercial World Symposium and RE/MAX R4.

KNOW THE PLAYERS.

Learn who the key players are in the area you want to target. Read the newspaper, industry trade publications and market reports to find

out who you should be talking to.

THINK BEYOND LISTINGS.

Diversify the suite of services you offer by branching out into buyer/tenant representation. It’s a great way to gain experience in a new product type so you can be better equipped to assist clients with varying needs.

GET SEEN ONLINE.

Have a great personal website, use your office site and keep your RE/MAX Web Roster profile updated. Make sure your social media presence, especially on LinkedIn, accurately reflects the real you.

BE PREPARED TO POUNCE!

When someone asks you ‘How can you help me?’ know exactly what to say. 🇺🇸

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EXPANDING
THE NETWORK

RE/MAX LANDS
IN CHINA

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ARE YOU

MAX

ENOUGH?

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