

Business Development Modules



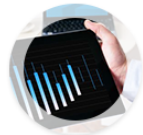
Selling by Phone

- 1 - Identifying Emerging Markets
- 2 - Building the Right Database
- 3 - A Successful Call Day Routine



Client Discovery & Needs Analysis

- 4 - Questioning Techniques
- 5 - Client Discovery & Needs Analysis Using RUN CLEAR
- 6 - EXERCISE - Interviewing a Prospect
- 7 - EXERCISE - Client Discovery



Performance Leasing

- 8 - Introduction to Performance Leasing
- 9 - Using a Measurable Approach to Leasing Space
- 10 - Winning Business with Accountability
- 11 - Pricing & Document Flexibility



Winning More Tenant Rep Assignments

- 12 - Characteristics of High Performing Tenant Rep Brokers
- 13 - Industry Rent to Revenue Ratio's
- 14 - Let's Talk Tenant Rep
- 15 - Dollars to Occupy Ratio
- 16 - Present Value of a Lease



Tours

- 17 - Introduction to the Tour Process
- 18 - 10-Step Approach for Tours



Negotiating

- 19 - Negotiating Tactics Part I
- 20 - Negotiating Tactics Part II



Presentations that Win

- 21 - Presentations that Win
- 22 - Yellow Pad 50/50
- 23 - Presentations for Investment Sales

Financial Modules



Property Valuation

- 24 - Calculator Workshop
- 25 - Establishing Cap Rate
- 26 - Six Step Process to Valuation



Investment Analysis

- 27 - Introduction to Investment Analysis
- 28 - Investment Comparison
- 29 - Calculations for Investment Valuation
- 30 - Strategies for Investment Analysis



31 - 1031 Exchange

Lease Types

- 32 - Lease Types Part I
- 33 - Lease Types Part II



34 - Lease vs Own

Fundamentals of Commercial Real Estate



35 - Overview of Commercial Real Estate Product Types

36 - Professional Skill Sets for the Commercial Real Estate Industry



37 - Terminology for the Commercial Real Estate Industry

38 - Calculations for the Commercial Real Estate Industry



39 - Landlord & Tenant Rep Specific Calculations

40 - Introduction to Property Valuation