



“Be the Asset”

*How to be more valuable than the
property you are marketing*

RELENTLESS

BENHAM REO CONFERENCE

How can you be the “asset “ for your Asset Manager?

- Bring the solution, not a problem
- Ask questions
- Understand the process and anticipate
- What is your asset manager’s or client’s process?
- What is your process and does it work?
- Are you conflicting with your AM’s process?
- Get organized, know the clients requirements, platforms, systems

Your Staff is You

- Actions, communication, timeliness
- Training is everything before your staff is 'on line'
- What are the critical points of contact that can't miss?
- If your staff is great, you are great...if your staff is missing the mark...

Get to know your Asset Manager

- How do they prefer to communicate?
- What are their hours?
- Are they an A, B or C? How to recognize?
- How do you handle different types?
- Do they have a routine to their process?
- Where are their properties?

How do I find a Broker??

- All the common ways and...
- What goes into the decision to assign an asset?
- What to do when you get a new assignment, and how to get the next one too.
- Become 'The Broker', fire on all cylinders, this is your shot.
- If you're on time, you're late. The best are always ahead of schedule.

The 411 on AMs

- Have you ever noticed that brokers with asset management backgrounds are good?
- Where do AMs fit in the sales process?
- What do AM's do?
- What do AM's focus on?
- How do AM's get compensated?
- Do you know your AM's goals?