

## 5 PROVEN PROSPECTING TACTICS NO BROKER CAN AFFORD TO IGNORE

Prospecting is critical for any broker who wants to expand their client base—but how can you ensure the time you spend prospecting actually delivers results? Below, we detail 5 prospecting tactics that are proven to work in commercial real estate.

### CLIENT REFERRALS

When you delight clients, ask them not to keep it to themselves.

41.2%



of brokers say referrals from past clients is the most effective prospecting method.<sup>1</sup>

25%



is the average profit margin increase you can expect from referred clients.<sup>2</sup>

### COLD CALLING

A well-strategized and timely call still has enormous potential.

26.5%

of brokers say cold calling is the most effective method for acquiring new prospects



4:00 - 5:00 P.M.

Is the best time to call a prospect, followed by 11:00 a.m. - 12:00 p.m. (and Wednesday is the best day).<sup>3</sup>



### PEER REFERRALS

Establishing mutually beneficial relationships with fellow brokers can have a significant payoff.

13.5%



of brokers say earning referrals from other brokers is their No.1 tactic for successful prospecting.<sup>1</sup>

37%



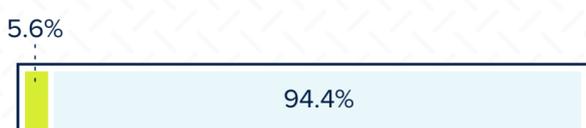
is the average increase in retention rates for referred clients versus clients acquired through other means.<sup>4</sup>

### DIRECT MAIL

This traditional marketing method still drives a healthy ROI.

5.6%

of brokers recommend direct mail as their top prospecting tactic.<sup>1</sup>



9 OUT OF 10

pieces of direct mail are opened (3x the open rate of email).<sup>5</sup>



### COMMUNITY INVOLVEMENT

Acting locally benefits the community and your brand perception.

5.6%



of brokers say getting involved in their local community is the most effective method of prospecting.<sup>1</sup>

82%



of buyers consider a brand's community involvement when deciding where to spend their money.<sup>6</sup>

Get in touch with our team to learn how Buildout's CRM platform and prospecting database can help you grow your business.

GET IN TOUCH

<sup>1</sup>DNA of #CRE 2021 Broker Survey // <sup>2</sup>Wharton School study // <sup>3</sup>Call Hippo research // <sup>4</sup>Data from Extole // <sup>5</sup>Data from Fundera // <sup>6</sup>Cone Communications Social Impact Study