



Corporate Commercial Clients

‘Commercial Real Estate’ series — www.commercial-real-estate.net.au

Get to know all the businesses in your area and work them for the commercial real estate sales and leasing needs that they generate.

It is a well known fact that Corporate Clients like to avoid getting deeply involved in the Real Estate directions of their business. They prefer to outsource the expertise when needed or associate themselves with others who can bring the expertise to them. This is well evidenced with many agents & brokers and their continual corporate customer focus. The corporate market segment is very rewarding.

One other important advantage with this segment is the ‘business to business’ type of interaction. You do not need to deal with small time ‘mum and dad’ investors. The emotion of the deal is not as high with ‘corporates’ and therefore based on sound logic. This makes the transaction much easier to control and predict.

What are their corporate preferences?

Corporate businesses need to be well located in balance with their market, their customers, and their suppliers. Many companies now prefer suburban locations for their businesses given the associated advantages of easier travel, better access, lower occupancy costs, and property acquisition outlay. This will increasingly be the case as we move ahead with the added flexibility of global communication links and technology.

The agent that works this customer type well is best to focus on the customer’s needs and opportunities. This means asking the right questions that can get to the heart of the corporate client and their needs. All of this information needs to be well maintained in a good database program. A good commercial agent should be running with 600 to 1000 solid contacts in their database. Of that number, a solid 25% should be higher level prospects that are well qualified.

To open the door on the corporate opportunity, do some research regards the number of businesses in your farming area and their

locations. You may want to rank the locations of these businesses into high, medium and low desirability. Decide what areas are the most important and rewarding for you and then start making lots of calls directly to the businesses in your precinct to see if:

- They own or rent the premises they are located in
- They have pressure for more or less space
- They have pressure of occupancy costs (rent and outgoings)
- They need to upgrade or relocate
- Do they need another building?

Ask the right questions!

When you have a productive conversation with a corporate customer or property owner, make your questions specific and to the point. Here is a good list that is really focused on the occupancy issues.

Key questions and strategies will be

- In what location(s) and direction do they wish to grow their business?
- Do they need (or want) to custom design their own premises?
- Do they prefer direct ownership or leasing, or sale and lease-back?
- What kinds of amenities do they need or wish to supply to their employees?
- How can best work practices be supported in the design of any new facility?
- Will the organisations structure and work systems remain unchanged?
- How can a plan be created and enhanced for future needs?
- What is the need for site flexibility in the future?
- How do internal and external separate business units interact?
- How will costs of occupancy be handled and is there any advantage in either Net or Gross rents?
- Who are the key people and decision makers in the organisations property decisions?
- Who gets involved in the functional decisions of design, location, decoration and furnishings?

- What are the ideal transport routes, end user markets, and labour supply for a successful business location?

In the end result, property strategies are always dynamic and put continual changes on any Corporate Customer. Hence the market segment is an amazing opportunity for quality high value repeat business for industry agent professionals.

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