

AUDIO INCLUDED BELOW

## Commercial Office Leasing \$5-figure Profit Gap

### **We need more space!**

Back in 2003 as our current office lease was expiring. I started looking around for new office space. Going into my search I had several "non-negotiable" needs:

1. The new office location had to be within walking distance of the local rail station.
2. The new office space had to be "ready to occupy" in less than 8 weeks.
3. The new lease had to be 12 months or less.
4. I also had budget and space concerns.

### **Who should I call?**

Rather than go through the yellow pages to locate some commercial leasing agents, I simply jotted down the names and numbers posted on the "For Lease" signs in front of some of the properties that, at least, location-wise met my criteria. The rest of my non-negotiable list I would handle when I spoke to them.

### **11 Calls Later**

I placed calls to 11 different agents. "Nancy" and "Traci" were the agents that I considered to be the best; at least based on my initial conversations with each of them. Those conversations are included below. As good as each of the agents were, untimely one created a five-figure *Profit Gap*.

### **Nancy & Traci**

As you listen to "Nancy" and "Traci", jot down some notes. Then take a guess at which agent earned my business. More importantly, determine *why*.

**"Nancy" audio to left—click to play**

**"Traci" audio to left—click to play**

### **\$5-figure Profit Gap...and more**

I focused this Profit Gap on the loss of revenues (commissions) impacting the leasing company. Based on the lease I finally signed, the leasing office earned a tidy 5-figure commission. That represents the **tangible** Profit Gap. **Intangibly**, by securing the lease the successful agent/office gained further respect and credibility from the property owner for filling the vacant space. After all, vacancy rates create Profit Gaps for the property owner.

### **The Outcome?**

→ **877-767-6762 x103**

- Call Jim Garey to discuss which agent earned our business and why.
  - What was the biggest single Telesales Profit Gap one of the agents created?
    - Let's compare notes.
- 877-767-6762 x103**