For years Mike has been providing Brokers with the industry’s leading best practices. Our most comprehensive course to date, The Business Development Machine guides commercial real estate practitioners through the daunting task of staying “Top of Mind, Easy to Find”. In this module Mike covers a series of best practices to include:

1.1 – Best Database Wins
1.2 – Building Momentum Using Today’s Technology
1.3 – Using an E-touch Campaign and Social Media to Build Your Brand
1.4 – Using the Right Print to Reach Your Prospect
1.5 – Cultivating Relationships with Your Clients
Selling by Phone 7.0

The ability to sell by phone is one of the greatest predictors of success for a commercial real estate broker. However, many brokers never manage to call enough prospects to win more business. Whether the obstacle is anxiety, poor planning, or gatekeepers, Mike offers practical advice for making more effective sales calls to prospects.

2.1 – Mike’s Best Practices

Performance Leasing 7.0

Performance leasing is straight forward – create a plan of measurable, specific action for leasing a space, and empower landlords to evaluate your performance. The question many ask is “How do we present this to the client and win more business?” In this module Mike discusses the most important items to consider and best practices to win the listing.

3.1 – The Listing Presentation

Best Practices for Tenant Rep 7.0

It’s no secret that one of the most competitive sectors of commercial real estate is tenant representation. We’ve seen an influx of new brokers year after year competing for business with many finding themselves in a rut. Mike Lipsey has been the go-to guru on advising commercial real estate brokers on how to break into this sector as well as how to guide clients through the murky waters of which building is best for them. In this module, Mike offers best practices we’ve identified to help.

4.1 – Tenant Rep Prospecting
4.2 – Advising Your Clients on Cost of Occupancy
4.3 – Considerations Beyond Rent
The Perfect Tour 7.0

Imagine the perfect tour. Your potential tenants would fall in love with the space. Your team would make a fabulous impression. Most importantly, it will generate more proposals. The Perfect Tour 7.0 will help you to do just that. With our approach, you will conduct a thorough needs analysis as you tour the space and sell the features, and benefits of your listing to meet the client’s needs and requirements.

5.1 – The Tenant Experience
5.2 – Flash Tours
5.3 – Going Above and Beyond

Presentations that Win 7.0

Presentations That Win is one of The Lipsey Company’s most sought-after programs. Most commercial real estate teams find the task of communicating effectively and persuasively to win business to be particularly daunting, and with so much at stake, it’s a challenge for most teams. Clients will judge the effectiveness and strength of a team by its presentation. Mike gives expert, industry-specific, advice to help you rise above the competition and win more deals.

6.1 – 5-Step Classic
6.2 – Advanced Presentations – 50/50 Yellow Pad
6.3 – Preparing the Presentation
6.4 – Presentation Show Stoppers
6.5 – Closing the Presentation
Essential Commercial Real Estate Knowledge

As brokers we must have intelligent conversations about the market, and at times, things that aren't always in our specialty. There are slews of databases and ways to acquire the information, but oftentimes they are overlooked due the mass amount of data and the time it takes to sort through everything. Tim Rios has developed a series of best practices of what is most useful for a broker to have at their fingertips.

7.1 – Understanding the Market
7.2 – Brokerage Basics
7.3 – Commercial Real Estate Finance Basics

Brokerage Jumpstart for Rookies

Commercial Real Estate can be easy to enter. However, being a successful broker can be another story. Technology has allowed us to spread further into the field but with limitations. How can you be the best broker in your market, providing your clients with world class service? In this module, Tim Rios provides us with the building blocks to ensure your brokerage career is set for success.

8.1 – Brokerage Jumpstart for Rookies
8.2 – Getting Past Your Call Reluctance Part I
8.3 – Getting Past Your Call Reluctance Part II
Maintaining and Expanding Existing Relationships

You’ve worked hard to develop your business, personal brand, and relationship with clients. Throughout your career you’ll encounter times where your clients switch to another practitioner and you’ll find yourself wondering what you could have done differently. Brokerage is a long game and like most relationships in your life, you must find ways to grow and maintain the relationship. There is no fool-proof answer to keep clients from making a switch. In this module, Tim Rios gives his best practices to help nurture, grow, and protect those hard-earned relationships.

9.1 – 10 Steps to Nurture – Grow – Protect

Brokerage Management

Knowing how to broker commercial real estate is only the beginning in running the entire operation. In this module you will learn best practices for making the leap from Broker to Team Leader, Player/Coach, or full-time Manager. We will also explore mentoring, coaching, standards, and morale.

10.1 – Accountability for Rookies
10.2 – Building a Brokerage Firm Part I
10.3 – Building a Brokerage Firm Part II

Investment Sales: Finding the Outlier 7.0

Most commercial brokers will be called upon to do a broker opinion of value at some point in their careers. Although the math is important, a savvy commercial broker will focus on creating an auction market – getting buyers to stretch in order to deliver the most value for clients. This module covers both the mathematics and sales skills involved in offering a broker opinion of value.

11.1 – Calculating a BOV
11.2 – Win the Investment Listing
Lease vs Own

Often brokers are asked by their client, “Should I lease or own the building”. In this module, we will cover the pros and cons of own and leasing. We’ll also take a look at the mathematics behind both leasing and owning a building enabling you to guide and advise your client through the process.

  12.1 – Why Lease vs Own
  12.2 – Lease vs Own – Part I
  12.3 – Lease vs Own – Part II

Sale Lease back

Learn the ins and outs of one of the most widely used financing mechanisms for commercial real estate owner/users. This module offers step-by-step guidance to quantify the financial viability of a potential sale-leaseback. You will gain objective, measurable tools for advising your clients.

  13.1 – Intro to Lease Valuation
  13.2 – Building the Lease Valuation Model - Part I
  13.3 – Building the Lease Valuation Model - Part II

Lease Buy Out

Think you are stuck until lease expiration? Think again. In this module we explore early terminations from Tenant and Landlord perspectives. You will also learn how to approach this topic in any market cycle.

  14.1 – Leave Valuation Basics
  14.2 – Lease Buy Out Case Study: Creating an Excel Workbook
  14.3 – Lease Buy Out Case Study: Results
Team Brokerage 7.0

Building an effective team is essential for moving past a performance and earnings plateau. Consulting with hundreds of teams, both large and small, across the nation, Mike Lipsey has identified the five core items of a team. In this module, we share those fundamental beliefs and daily practices of dynamic teams within commercial real estate.

15.1 – Teams: The Five Boxes

How to Create a High Performing Team

Assembling diverse, productive teams is one of the most effective ways for brokers to take their practice to the next level. For the first time in the history of work we have five generations in the workforce. How do we create a team with such vast differences amongst each other? Elke Laughlin provides insight on how our differences, and most importantly, our personalities, can be a strength to the team and how we can capitalize on the differences. With her advice, you will see a noticeable difference in team effectiveness, client service and performance.

16.1 – Components of a Team
16.2 – Personality Insights Part I
16.3 – Generational Gaps
16.4 – Personality Insights Part II
16.5 – Accelerating Your Career with DISC
Marketing and Branding in a Digital World

Marketing in today's world is a full circle approach. Simply sending out print and calling prospects won't help you stand out among the competition. In this module, Jordan Lipsey covers key strategies for developing the appropriate messaging for either your personal or company's online presence. From the creation of commercial real estate specific marketing collateral including Offering Memorandums, Email Marketing Campaigns and other digital deliverables to his newly developed marketing campaign, Jordan and his team will help you implement the right strategy to stay ahead of the game.

- **17.1** – Personal and Company Branding (Messaging and Follow Through)
- **17.2** – Your Marketing and Branding Kit (Deliverables and Campaigns)
- **17.3** – Digital Marketing KPI's, SEO and the Software for Everyday Management

How to Leverage Your CRM

A CRM isn't just another “tool” to use so you can appear to be busy. Your database defines your capabilities within the commercial real estate industry, and as such, it becomes a solution that enables you to efficiently serve your clients. With the influx of technology, this once personal platform, has evolved to a cloud-based network, that when leveraged the right way, can help you accelerate your career.

- **18.1** – The Role of a CRM
- **18.2** – Create a Winning Database
- **18.3** – Winning Business with a CRM
Bonus Modules Lipsey Classics

SELLING BY PHONE
19.1 – Improving your Call to Contact, Contact to Meeting Ratio
19.2 – Research to Closing

TEAM BROKERAGE
20.1 – Team Types: Teams, Partnerships, Alliances
20.2 – Personality Insight – What are Your Strengths
20.3 – Building the Team Machine
20.4 – Measuring the Team Machine and Compensation

NEGOTIATING TO WIN
21.1 – Negotiating Tactics (Part I)
21.2 – Negotiating Tactics (Part II)

THE PERFECT TOUR
22.1 – Process to Best in Class Tours
22.2 – Best Practices for Tours

PROSPECTING AT ITS FINEST - EMERGING MARKETS 101
23.1 – Emerging Markets 101
23.2 – Building the Right Database

INVESTMENT SALES FOR PRIVATE CLIENTS
24.1 – Understanding Private Owners/Investors
24.2 – Ownership Types (Private)
24.3 – Maximizing Value on Every Listing
24.4 – Buyer Qualification

DEAL MAKING FINANCE (1031 EXCHANGE)
25.1 – 1031 on a Macro Level
25.2 – Calculating Depreciation
Bonus Modules: Professional Development

TIME MANAGEMENT
26.1 – Schedule Your Success
26.2 – Sustainable Planning

TEAM DYNAMICS
27.1 – Five Activities that Make You Money

CALCULATOR WORKSHOP
28.1 – Keystrokes for Calculations

CLIENT DISCOVERY AND NEEDS ANALYSIS
29.1 – Questioning Techniques - Open Probes Closed Probes
29.2 – Client Discovery and Needs Analysis