



Real Estate News You Can Use

Brought to you by Brett Roderman

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MARKETING

How to Manage Your Contacts List Effectively

To grow your business and nurture your relationships, you need to be able to keep in touch. Your contact list is vital to your business. Managing it can be a daunting task.

Here are some tips on how to ensure you are managing your contact list effectively.

First of all, decide once and for all where you are going to house your contacts. Whether you use a customer relationship management (CRM) software program, a spreadsheet, a web-based marketing tool such as Constant Contact, Salesforce, or ActiveCampaign, or some other tool to manage your contacts, use only one database to house and track the information. This will eliminate the tedious task of syncing everything and reduce the possibility of errors as a result. Also, avoid having multiple versions of the file on different devices.

Enter new contacts and updates into the system ASAP. When you add new contacts to the system, categorize each one. Identify each contact as, for example, an existing customer, lapsed customer, sales prospect, vendor, referral, etc. This enables you to tailor your follow-up and marketing messages according to the relationship status.

Do your housekeeping. Update your system when a contact's status changes: for instance, when a prospect becomes a client. Be sure to remove or merge duplicate contacts. Update or remove bounced email addresses. Unsubscribe those people who ask to be unsubscribed from your mailing list.

Follow these tips and you won't be overwhelmed by your contacts list. Instead, you'll be able to plant the seeds to grow your business and your relationships.



How to Win Big in Today's Economy

The altered economic landscape presents innovative and nimble businesses with opportunities to thrive.

Find out how by requesting my free report "How to Win Big in Today's Economy" by emailing me at br@brettroderman.com or calling 404-229-7600.

REAL ESTATE

To Flex or Not to Flex? That Is a Great Question

Coworking has changed the face of business and commercial real estate, and it has given start-ups greater flexibility and options. As these companies mature, there lies great opportunity in being able to meet their expanding needs in the form of flex space.

Flex space is office space companies rent for short amounts of time, as short as a few months or up to a year. Sometimes these offices are near kitchens or conference rooms. Flex space tenants may have access to these amenities. There's no expectation to build a larger culture around businesses that rent flex space from you.

Coworking spaces are often branded and have regular social events for businesses that use their space. That's not necessary when providing a tenant with flex space. You can retain your regular clientele and earn money through flex spaces.

Experts predict more businesses will use flex space in coming years. CBRE estimates that commercial flex space will account for 13% of office space in the United States by 2030. Start-ups that have outgrown coworking spaces find these arrangements appealing, as do established businesses testing out new satellite offices or looking for places to work during renovations. Getting in now will put you ahead of the curve.

Creating suitable flex space requires flexibility from landlords. This means ensuring the physical space allotted for these contracts can grow or shrink, depending on the tenants' needs. Establish good relationships with trusted third-party vendors for short-term furniture rentals or maintenance for turnover.

Give us a call if you are considering flex space. We are always here to help, and we would be happy to discuss your options with you.

HOT BIZ TRENDS

Mastering the Art of Follow-Up: Simpler Than You Think

Every business relationship starts with a connection, whether it's a chance encounter or a planned event.

It's the next step, the follow-up, that's crucial to networking etiquette and to reaping benefits from the relationship.

Get in the habit of following up immediately after a meeting or appointment.

If you wait days or weeks to follow up, the other person's interest will have waned and memory will have faded. Any excitement, enthusiasm, or momentum generated in that initial encounter will have been lost.

Send a text or an email and mention a moment or a highlight from the conversation. Recall something funny, poignant, or insightful or a story the person shared with you. Call attention to a point of commonality or a specific moment from the conversation.

Without being presumptuous, ask the person for advice, guidance, or information.

If done properly, this will acknowledge and indicate respect for the person's knowledge, experience, or expertise.

Alternatively, offer to make an introduction, provide a resource, or give a referral.

Do some research and get to know the person's background. Use what you learn to make your communications relevant, to ask questions, and to show that you are genuinely interested in cultivating the relationship.

Schedule another meeting. Once you have established a rapport, maintain regular, meaningful online communication.

When the time seems right, suggest another face-to-face meeting.

Following up is just as important as the first meeting. Taking the time and showing the initiative to nurture any relationship will help it blossom.

Worth Reading

Top 15 Best CRM Software for Small Businesses

Erin Gilliam Haije

M Opinion

For your business to grow, you need to grow and develop your customer relationships. But how do you keep track of correspondence, contact info, product preferences, and the like? It can be overwhelming. A customer relationship management (CRM) system can help you with all of that, and thankfully, there are plenty of CRM systems that can fit a small business's needs and budget. Read the list here. **More:**

<https://tinyurl.com/0420worth1>

How to Network Like A Pro

Lindsay Nahmiache

Forbes

Establishing business relationships through networking is crucial to your professional success. But it can seem like a disingenuous, impersonal act. Don't worry. As this post by a public relations firm CEO explains, honesty and relationships are key to building worthwhile professional relationships. Creating and strengthening professional relationships requires extending invitations and accepting ones you wouldn't normally consider. **More:**

<https://tinyurl.com/0420worth2>

How to Use the 'Law of Reciprocity' to Build Better Business Relationships

Jennifer Spencer

Entrepreneur

A business succeeds because of satisfied customers who regularly purchase your product and encourage others to do likewise. To gain customers, you need to give to them first. Giving may benefit you more than you realize. This article explains how to attract and retain loyal customers. As a bonus, these tips can also be used to build your workforce. **More:**

<https://tinyurl.com/0420worth3>

WISDOM

Quotes on ... Planting Seeds

I believe in process. I believe in four seasons. I believe that winter's tough, but spring's coming. I believe that there's a growing season. And I think that you realize that in life, you grow. You get better.

Steve Southerland

As sure as the spring will follow the winter, prosperity and economic growth will follow recession.

Bo Bennett

There are no great limits to growth because there are no limits of human intelligence, imagination, and wonder.

Ronald Reagan

Growth is the great separator between those who succeed and those who do not.

John C. Maxwell

Without continual growth and progress, such words as improvement, achievement, and success have no meaning.

Benjamin Franklin

If you aren't learning, you are regressing, because more growth comes from failure than from success.

Shahid Khan

WELL: The Intersection of Commercial Real Estate and Wellness

The International WELL Building Institute (IWBI) is a public benefit corporation that is dedicated to improving human health and well-being in buildings and communities through its WELL Building Standard, an initiative to transform buildings and communities in ways that put people first.

The WELL Building Standard is a global rating system that focuses on ways buildings can improve comfort, motivate positive choices, and enhance health and wellness.

The standard can be applied to new and existing commercial tenant spaces, office buildings, sports facilities, restaurants, hospitality venues, residential structures, and other types of buildings.

Administered by the IWBI and certified through the Green Building Certification Institute, it works in conjunction with LEED and various other green building certifications.

The WELL Building Standard was launched in 2014 following six years of research and development. It was developed by integrating scientific and medical research as well as literature on behavioral factors, environmental health, health outcomes, and various other risk factors together with leading practices in building design, construction, and

management. It has become the premier standard for designers, architects, contractors, and building owners seeking to implement and measure features that support and advance human health and wellness in the built environment.

The WELL Building Standard's holistic approach to health and well-being in the built environment addresses behavior, operations, and design.

According to the IWBI, "WELL is a performance-based system for measuring, certifying, and monitoring features of the built environment that impact human health and well-being through air, water, nourishment, light, fitness, comfort, and mind."

WELL is composed of more than 100 features that address issues involving health, comfort, and knowledge of building occupants. It is arranged into seven areas of concentration, or concepts, including air, water, light, comfort, and mind.

In addition, specific target health areas are identified, such as energy, sleep, stress, vitality, resilience, and alignment.

WELL certification may be awarded at the silver, gold, or platinum level, and certification requires that a building meet all preconditions for the seven concepts.

Reassessment is needed every three years in order to maintain WELL Standard certification.

An outstanding example of a WELL Certified Structure is the Tone headquarters building in New York City, which, in 2017, became the first WELL Certified project in the Big Apple.

The structure features innovative lighting, enhanced HVAC systems, and green building materials with no or low volatile organic compounds. In addition, tenants have incorporated additional wellness features and concepts into their own built environments.

The WELL Building Standard has raised the bar for eco-friendly buildings that benefit both human occupants and the surrounding environment.

It emphasizes biophilic design, a concept that prioritizes human wellness through connectivity with nature and the natural environment, and it is empowering architects and designers to imagine and create more sustainable, health-minded, people-friendly buildings.

If you would like more detailed information on the WELL Building Standard, contact us today. We are always here to help.

LINKS YOU CAN USE NOW

This Month – Growing Your Business

In this day and age, we have a plethora of resources, tools, and information to help us grow our businesses.

Here are a few resources covering marketing, pivoting, recession preparation, and mistakes to avoid:

The start of a new decade brings new digital innovations. Learn what will dominate the 2020s and how you can be prepared: <https://tinyurl.com/0420links1>

There are many models to help you make decisions about business growth, especially when it comes to marketing.

Here's an explainer about the Ansoff Matrix: <https://tinyurl.com/0420links2>

Growth often includes pivoting. But pivoting may not mean what you think it does. Read more about pivoting and alternatives to pivoting here: <https://tinyurl.com/0420links3>

Set yourself up for growth, even during a recession. Here's how: <https://tinyurl.com/0420links4>

Here's a list of mistakes to avoid when making plans to grow your small business: <https://tinyurl.com/0420links5>

Quick Quiz

Each month I'll give you a new question.

Just email me at br@brettroderman.com or call 404-229-7600 for the answer.

This month's question:

What "heavenly" event coincides with the first day of spring?

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CUSTOMER DELIGHT

How Do You Delight Your Customers?

In these days of blistering social media reviews and hard-hitting consumer advocacy, customers expect to be satisfied with the products and services they purchase.

Customer satisfaction happens when you meet customers' expectations. Customer delight occurs when you surpass customers' expectations with every interaction and at every touchpoint and go the extra mile to create personal connections and/or meaningful experiences that leave consumers happy and fulfilled.

Just how can you go about delighting and wowing your customers? One tactic is to solve immediate problems for them. Provide a solution to a pressing challenge, recommend a product that addresses a pain point, or suggest a novel way to meet a need.

Delight your customers by being available and responsive whenever they reach out. Whether the matters are urgent or not, understand their needs, respect their time, and provide timely responses that show your customers that you care and you value the relationships you have with them.

Empower your customers with educational resources, recommendations, and tools for success. Look beyond the immediate situations and offer information and tactics to help your customers learn to manage their own challenges. You can do this through blog posts, tips on social media, and collateral materials or by creating a self-service knowledge base.

Listen to customer feedback. When things break down or go wrong, customers want to be understood and acknowledged with empathy. When listening to feedback or complaints, maintain a cordial, positive demeanor.

Empower your team to create a culture of delight. Share stories in staff meetings or in email updates and celebrate employees who have gone the extra mile. Make customer delight a core value of your brand.

While satisfied customers are good for your business, delighted consumers will likely remain loyal customers, brand advocates, and enthusiastic promoters of your company. Cultivate delight. Your consumers will appreciate it, they will talk about it, and they will share their experiences with others. Importantly, they will be willing to pay for more for it, too.

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