



(<http://www.crexi.com/>)

Lessons Learned Part III – More Broker Advice From Around The Country

More Broker Advice
From Around The Country

LESSONS LEARNED PART III

Posted: February 15, 2017 by Paul Cohen, Regional Director

LESSONS LEARNED PART III – MORE BROKER ADVICE FROM AROUND THE COUNTRY

of your knowledge or you will win business because of your demonstration of that knowledge. Regardless, the hot deals and markets come and go, but to build a long-term successful business you need to



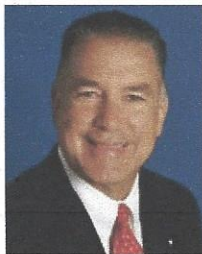
(<http://www.crex.com/>)



Ben Cherry, CCIM – President
Manor Real Estate, St. Louis, MO

Below are 10 rules I encourage my junior brokers to live by:

- Strike while the iron is hot
- Follow up quickly and often
- Act as if.....(Act as if you're the most knowledgeable, most capable broker in your market)
- Go a step further than what your competition will go
- Dress the part
- Know your market
- Leverage your relationships
- Be resourceful
- Think from your client's perspective
- Don't ever give up



Paco Diaz – Senior Vice President
CBRE, Miami, FL

When meeting a new client make sure you are the one doing the questioning and listening and "Pick 'em Clean", meaning make sure you ask about everything so you have a good idea of their important points. Return phone calls the same day you get them. Always come through with what you promise no matter what. A good reputation is very hard to establish and very easy to lose. Always be ethical and tell the truth. Always act in a way which is in the best interest of the client and everything else will fall into place. Be punctual and early to meetings. Never make things up, if you do not know something say it and find out.



George Pino, SIOR, RPA – President
State Street Realty, Miami, FL

Communicate Clearly – Don't leave what you want to communicate up to a person's perception. Be clear and effective with others in your communication so there are no misunderstandings. Having effective communication skills is imperative for your success. Positive

communication will certainly increase the opportunities you find in your career and business. Having good communication skills will enable you to get ahead in certain areas where others who are less assertive may not succeed.



(<http://www.crexix.com/>)

Paul Cohen



Paul Cohen is a Regional Director with CREXi based in the firm's Miami office and focused on business development in the southeast. Prior to joining CREXi, Cohen was a Managing Director specializing in investment sales and equity raises at Cohen Financial, a national debt and equity advisor. Prior to Cohen Financial, Paul owned and operated his own independent real estate firm following a 12-year tenure at CBRE where Cohen was a Senior Vice President and led the Private Client Group in Miami-Dade County with a specialty in office and industrial investment sales. [Email Paul \(mailto:paul@crexi.com?&subject=Unclaimed%20Property%20-%20CREXi%20Blog%20Inquiry\)](mailto:paul@crexi.com?&subject=Unclaimed%20Property%20-%20CREXi%20Blog%20Inquiry)

Join the conversation