

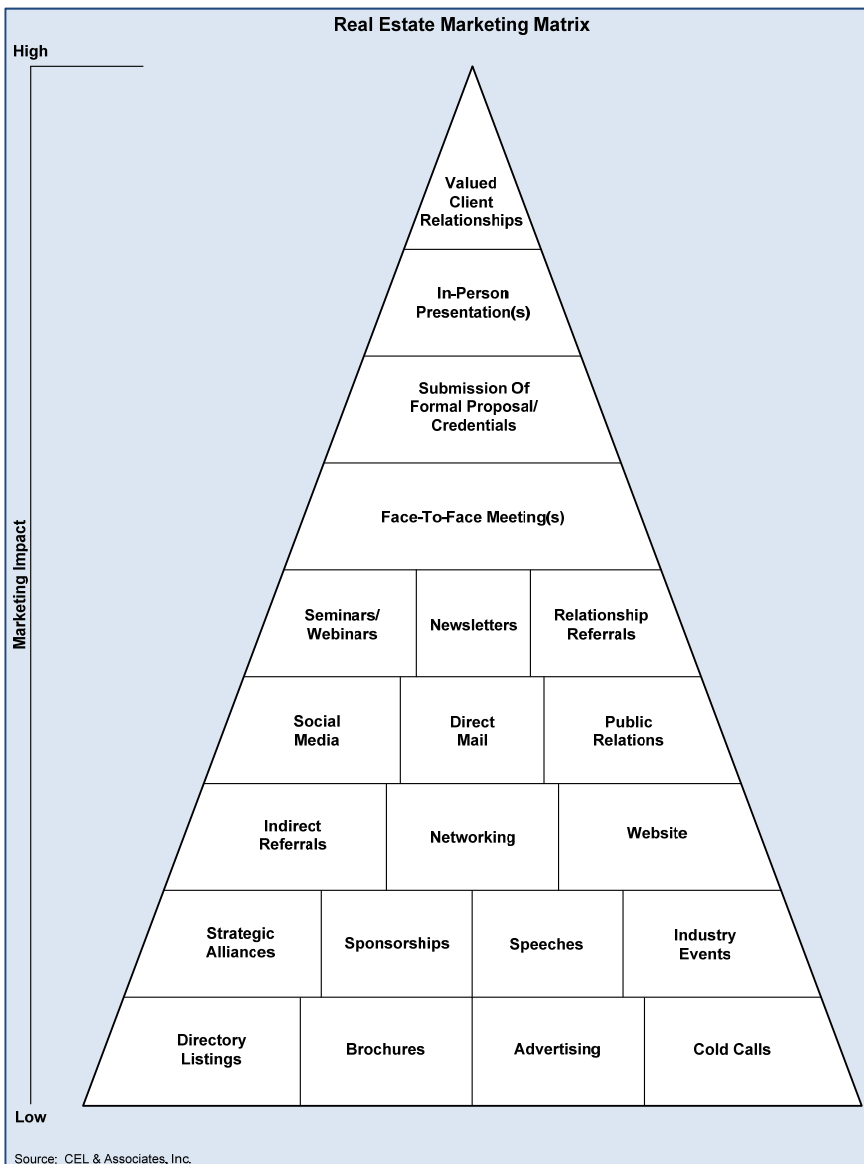
## Solving The Marketing Maze

**New business development requires dexterity, aligned incentives, valued relationships, acute business sense, specific client targets and insightful talent.** In the real estate industry, the keys to new business development are knowing whom to target, what to say, who should engage in the dialogue and, most importantly, having a strategic edge. The foundations for a best-in-class business development plan include getting into the world of your prospective clients; understanding their needs (not yours) and how they measure success; and demonstrating a passion for solving their problem or issue.

Today, we see an excess of vehicles for marketing your firm's capabilities. **In a rapidly changing world, it's critical to know your new business "target" (psychologically, technically and strategically) and choose the right channel to create an invitation to engage and/or relationship.** Key elements include: connecting the marketing dots to create a clear and consistent message; presentations that feature or focus on the prospective client (again, not on you or your firm); and communicating the content that speaks for you when you are not there.

**For a new business plan to work, it must resonate with the target audience; be inspirational and aspirational; stand for the values you and your prospective client both hold in common; and it must have a targeted behavioral outcome.**

This chart to the right highlights the maze of marketing/new business vehicles and actions you should incorporate in your new business planning process.



## Key Questions To Discuss With Your Leadership Team

1. Does your organization have a clear and embraced new business development plan? Does it cover the 2017 – 2019 period?
2. Who is accountable for leading the new business efforts, and what firm resources are at his/her disposal to be successful?
3. What is your competitive edge...and what is your differentiating story?
4. When a prospective client asks, “Why should I select you/your firm,” what is the answer that would achieve a strategic advantage?
5. Who is your thought leader? How many of the boxes in the Real Estate Marketing Matrix does your firm utilize? How many of these would you rate your firm’s efforts as an A+?

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### Prediction

*“Top real estate brands will tap into the power of strategic partnerships, content creators, predictive analytics and thought leadership over the next 36 – 48 months...and as a result, transform the way new business is generated.”*

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## Closing Comments

We hope you enjoyed this article and will be able to utilize the “Key Questions” at a future leadership meeting within your firm.

We welcome your comments, feedback, insights and perspectives

Regards,



Christopher Lee

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