



SAM^{ai}



5 Winning

CRE LEAD

GENERATION

Tactics





Introduction

Lead generation is one of the most crucial aspects of any business, especially in the commercial real estate industry.

Generating leads is not just about finding potential clients, but also about building relationships that can lead to long-term business opportunities.

The information on this e-book is based on our collective experience in generating leads for CRE clients using both traditional methods such as relationship management & trust building as well as tactics that leverage AI, Automation, and Integrated Sales & Marketing System.

Cast a Wide Net

Build a target market lead list

Acquiring a target market lead list is an effective way to cast a wide net and is the 1st step in generating a steady stream of qualified leads for commercial real estate firms.

To create a target market lead list, start by identifying your ideal client profile. This includes factors such as their location, industry, company size, and the contact person's job title(s). Depending on the solution you use, you can further segment this list based on number of newly hired employees or if your ideal clients are startups - their funding stage.

Make sure that the target marketing lead list that you are acquiring have verified contact details such as valid email address, linkedIn profile, phone number, website, etc.

Get Intent Signal

Host a Roundtable

By hosting events, virtual or on-site, you can position yourself as a thought leader in the industry and provide opportunities for potential clients to learn more about your properties and services. Additionally, hosting events allows you to get intent signals on who in your target market list is looking for office or industrial space.

For example, if you acquire a target market lead list of 5,000 contacts, one of the most effective way to know who in this list is looking for your service is to invite them to join your webinar on a topic related to your service. i.e. "How to secure the best office space in the greater Los Angeles area."

This allows you to control the guest list and ensure that you are meeting with individuals who have a genuine interest in your business.



Establish Trust

Offer Value via Webinar & Email



In the highly competitive world of commercial real estate, establishing trust with clients is crucial to building a successful business. One of the most effective ways to establish trust is by offering valuable advice to clients via Webinar and Email Marketing.

By providing clients with expert advice, you demonstrate your knowledge and expertise, which helps to build their confidence in you and your abilities. When clients trust you, they are more likely to work with you in the future and recommend you to others. This can take many forms, such as providing market analysis reports, tips on how to negotiating favorable lease or purchase agreements.

Leverage Technology

AI, Automation, Integrated Sales & Marketing Systems



AI, automation, and an integrated sales and marketing systems are crucial for commercial real estate firms to succeed in a competitive and complex industry.

AI analyzes data and identifies opportunities, while automation streamlines processes and increases efficiency.

An integrated sales and marketing system combines efforts to target potential clients, build relationships with existing ones, and provide insights into their behavior and preferences.

These tools and systems can improve efficiency, make more informed decisions, and build stronger client relationships, ultimately leading to increased success and profitability in the industry.

Get Warm Intros

Generate Warm introductions & Referrals

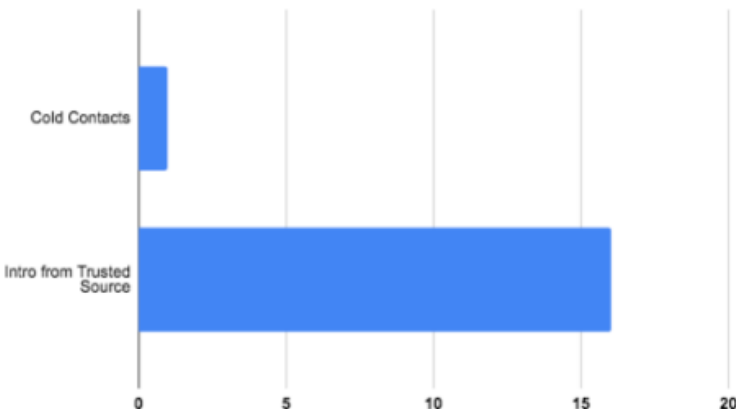
Warm introductions are 15 times more likely to respond to your outreach compared to cold outreach.

Building strong relationships with existing clients is crucial to earn their trust and loyalty. Satisfied clients are more likely to refer new business to you.

Secondly, networking with other industry professionals can help to expand your reach and connect with more clients. Attend industry events, join professional organizations, and engage with other agents and professionals on social media to build your network.

Lastly, leverage warm intro generation technologies to maximize your trust network, including: who knows who, how well they know them, and who is likely to give you a referral to your target client.

Comparison: Cold Contacts vs. Warm Introductions





With nearly 1 million emails sent per month, sam.ai is a powerful sales and marketing system that helps commercial real estate firms generate qualified leads at scale and expand their target market footprint.

Founded in 2016 and located in New York, NY - one of the key features of sam.ai is its target market lead list. With access to comprehensive market data, firms can use sam.ai to identify and target potential clients that match their ideal customer profile. This not only helps firms expand their reach but also ensures that their marketing efforts are focused on the most promising leads.

In addition to the target market lead list, sam.ai provides trust building e-marketing tools such as RoundTable that can help firms establish credibility and build trust with potential clients. Additionally, Sam's Super Connector allows clients to leverage their network and ecosystem to request warm introductions and referrals at scale.

But perhaps the most powerful aspect of sam.ai is its advanced AI and Automation capabilities. By leveraging machine learning algorithms, sam.ai can analyze data and identify patterns that help firms optimize their workflow and generate leads more efficiently. Overall, sam.ai is a game-changer for commercial real estate firms looking to generate qualified leads at scale.

To learn more or to schedule a demo, please visit:

<https://sam.ai/cre/>