

Commercial Property for Sale: How to Draw Attention

In this article, will discuss some strategies on how to ensure you find the perfect buyer for your commercial property and seal that deal!

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Specialising as a commercial real estate agent can be extremely lucrative but can also be quite challenging. Though it is still real estate [it is completely different](#) to selling residential homes. The market is smaller and finding the perfect buyer is oftentimes difficult. As a commercial real estate agent it is important to advertise your commercial property for sale correctly and draw attention to how the property can improve and scale a buyer's business.

In this article, will discuss some strategies on how to ensure you find the perfect buyer for your commercial property and seal that deal!

3 Strategies Every Real Estate Agent Needs

Whether you are new to the commercial real estate game or are a seasoned agent, it is always a good idea to review your strategies and ensure that you are including the best sales tactics. Some of the most important strategies include:

Market Yourself

In real estate, you have to sell yourself and your skills before you can successfully earn the trust of buyers and sellers. Marketing your personal brand can take many forms, including radio and tv ads but you will probably get the most bang for your buck when making use of [social media marketing](#). You can invest in Facebook and Instagram ads, target your ideal audience (business owners), engage with potential clients and so much more. This will build your personal brand to the point where a potential buyer or seller will think of you first when the time is right.

Get a Commercial Property Valuation

Once you have a listing, it is important to get a professional and accurate valuation of the property you are trying to sell. These valuations are typically more complicated than those of a residential property as these properties generate money. This means that there are a variety of factors that determine the value of the property. It is advisable to consult a professional to ensure you are not under or overvaluing the property.

Make Use of the Correct Platforms

One can make use of standard real estate platforms; however, they haven't been designed and created with commercial properties in mind. When you opt for a platform on which to advertise your commercial property for sale, you want to make sure that it is reaching your target audience and provides you with access to tools that are required. Some of the [tools you will want to have](#) access to include progress reports, autoresponders, financial basics and reports, re-marketing to buyers, and document customisation.

Choose Business for Sale

Business for Sale is a platform that specialises in showcasing businesses and commercial properties to your target market. When you upload a listing to our platform you will receive exposure to thousands of potential buyers, investors and entrepreneurs. You will also have access to a host of tools that will make your job of selling a commercial property so much easier!

[Contact the team](#) at sales@businessforsale.co.za to find out more about how we can help you sell your commercial property listings.