

TOP OF THE WEEK TO YOU!

(by **realwired!** CEO, Brenda Dohring)

Top of the Week to You! is designed to offer the inside scoop and latest of what's important in the world of technology as it relates to the commercial real estate industry.



The Secret of Real Estate Connections

As we enter the second month in 2009 we can't turn anywhere without being reminded that this is not going to be one of our best years...or is it? As many of you know, I belong to CREW - Commercial Real Estate Women. I not only belong, I actively belong. Once again, as I attended one of their national leadership meetings this past week and a local meeting just yesterday, I was not just impressed but blown away by how they connect to do business. The local meeting had a panel talking about bad commercial real estate loans, workout deals, valuation issues and the down market. There were more than 120 attendees who all reached in their wallets to attend and the mood was upbeat because everyone was centered on the opportunity this market presents.

Admit it. It's not easy to go to an industry meeting these days. The popular conversation tends only to be centered on how bad the real estate and finance markets are. Well you know what, that isn't the case at a CREW meeting. Really! While these women (and some really smart, strategic men) sure don't take a blind eye to the market, they aren't simply lamenting. They're problem solvers and actually seem to be enjoying the challenge. As they navigate through the first quarter of 2009, they seem to intuitively know it is more important than ever to spend time on establishing, nurturing and building relationships. And as I share with you what I have learned about how they do it, know that they rely heavily on all the typical technologies to stay organized and in touch; email, voice mail, electronic contact managers, texting and social network sites.

Here's what I know they do for sure. They are always working on building relationships, no matter what the economy. It comes naturally to some people and takes more effort for others, but they just do it and recognize that it's more important than ever and critical for success. What's their big secret? They focus on finding out what the other person needs. While some people are still focusing on the old cliché, "think outside the box," they know the key is to think outside yourself! Focus on someone else's needs. Too many people focus only on their own needs. Successful people focus on and help solve the problems of others. They are diligent in tracking who they've met, their interests and more. It's like party planning to them. They get jazzed by seeing the connections they've created, not just for themselves but for others. Their database of names and contact information are used daily.

So your action item after reading this is to make sure you have a great system for tracking "relationships". I don't mean any disrespect, but Outlook isn't good enough. If you want some tips on what you should be using, I'm happy to give some recommendations. Just shoot me an email. The secret is following this old proverb, "Dig your well before you're thirsty." And, if you can, make sure your contact database is loaded with commercial real estate problem solvers, not whiners. CREW might be a good place to start the "search and download".