

Houston Agency Leasing Group

Exclusively Representing Office Landlords



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What has your leasing agent done for you lately?

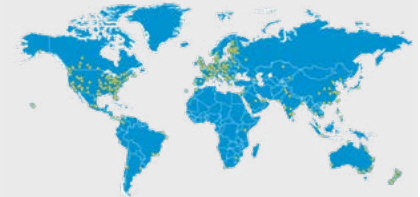
4 WAYS TO JUMP-START YOUR LEASING ACTIVITY AND RESULTS

Let's face it, 2019 brought less than stellar results for most office submarkets throughout the Houston area. With oil stuck near \$50 a barrel and talk of a looming national economic slowdown, the result was an overall static market. But that's not news to you — and I'm sure you've heard from your current marketing and leasing team that the market is soft, and you can't really do anything but wait it out and take the occasional deal that picks your building out of the many alternatives out there.

But wait — when was the last time someone kept their job after telling their boss that business was off because the market had changed and there was nothing that could be done to improve sales? Isn't part of the job of your leasing and marketing company to generate ideas and provide solutions to help overcome market conditions to assure the best possible results for each and every property they exclusively lease?

With that in mind, there is a level of performance all property owners should expect from their agency leasing team that includes the following:

- 1. Originality:** What is the unique selling proposition of your building? What makes your building different from its competitive set? If your agent can't convincingly answer that question to you, how do you expect them to answer that question with prospective tenants and their brokers?
- 2. Competitive Projects:** When the going gets tough, you don't want the odds of landing a deal diminished because your agent is going to win no matter which building the prospective tenant goes to — because your agent is also the agent for one of your competitors! Demand focus — no competitive listings — so you can be sure that your agent is focused and motivated to land tenants just like you are!



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- > \$3.3 billion annual revenue
- > 17,000+ professionals and staff
- > 2 billion square feet under management
- > \$127 billion in total transaction value

* All statistics are for 2018, are in U.S. dollars and include affiliates.



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February | 2020



BILL INSULL, CCIM
Senior Vice President | Houston
+1 713 830 2197
bill.insull@colliers.com



BLAKE R. VIRGILIO, CCIM, SIOR
Vice President | Houston
+1 713 830 2159
blake.virgilio@colliers.com



Accelerating success.

3. Direct Marketing: Some people will tell you direct marketing is dead with the explosion of social media and IOT. While social media and IOT do play a role in marketing your building, the reduction in direct marketing pieces has created a back to the future opportunity to market personal pieces directly to prospective tenants in buildings in your submarket. However, this does require measured follow-up and consistency. Most agents lack the willingness to contact the entire competitive set in your market because the time commitment is too great and your agent has a conflict (see 2. above).

4. Get Personal and Make Your Tenants Raving Fans: Does your building leasing and management team actively connect with your tenants? Do you offer regular tenant-oriented events at the building to put a personal face to your property? Did you try the newest restaurant in town because they advertised in the paper or because your friends ate there and told you how great it was? What works for restaurants works for buildings too. There is no better unpaid advocate for your building than a happy tenant.

As you face 2020, are you going to settle for the same results you got in 2019 and remain a victim of the market? Follow some of our suggestions above and you should be able to improve your building's performance now instead of wait for what tomorrow might bring. By the way, the market forecast for 2020 is not projected by anyone to significantly improve over today's market.

Please feel free to reach out to us with any questions or to discuss our unique and effective approach to marketing and leasing office buildings.



CONTACT US

BILL INSULL, CCIM

Senior Vice President | Houston

+1 713 830 2197

bill.insull@colliers.com

BLAKE R. VIRGILIO, CCIM, SIOR

Vice President | Houston

+1 713 830 2159

blake.virgilio@colliers.com

COLLIERS INTERNATIONAL

1233 West Loop S. | Suite 900

Houston, Texas 77027

+1 713 222 2111

www.colliers.com/texas

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