

SEPT 2009
BY MIKE MIXER



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COLLIERS SNAPSHOTS



- ▶ **Broker Meeting Sept 9th 8am**
- ▶ **Grant Traub is engaged!!**
- ▶ **Tour of City Center planned**
 - *Hard hat tour of Las Vegas' most exciting new development - Please indicate your interest*
- ▶ **Broker Softball is coming...**
 - *Stay tuned for an All Colliers Team practice*
- ▶ **Next Lipsey Training Webinar**
 - *September 10th Webinar entitled , Mortgage Haircuts and Cram Downs and the time is 10am*

CORENET GLOBAL FALL SUMMIT

*Half-priced tickets offered to
Colliers Las Vegas Brokers*

The CoreNet Global Fall Summit will be taking place from October 12-14 at the MGM Grand in Las Vegas. The Summit is the premier industry event for end user corporate real estate executives and Colliers has had an effective presence at this event and has been a consistent sponsor for a number of years. We have negotiated an excellent sponsorship package that allows us to maintain a very strong brand presence and high-visibility throughout the show.

Since the event is being held in our market, I'm hopeful that you will take advantage of this opportunity to attend the show. The Spring event was held in Dallas and our local Colliers firm

sent 7 agents who found it to be a worthwhile and valuable experience. For more information on the event, visit the CoreNet website at www.corenetglobal.org.

Colliers International is a Ruby Sponsor which includes a 10' x 20' booth in a prime location on the exhibit floor; signage throughout the event, and access to some key networking events. In addition, we will be a sponsor of the Opening General Session on Tuesday, October 13th from 9am - 10:30am. This will give Colliers excellent exposure as the opening session is the best attended event.

CORENET ATTENDEES

CoreNet has almost 1,000 attendees registered for the event and expect final numbers will be in the 1,500 attendee range - a significant increase from the Spring Summit held in Dallas. *See Mike Mixer if interested.*



25+ WAYS TO GET NEW BUSINESS:



- 1. Imagine your ideal client profile:** Be clear about the type of clients you want or you'll waste precious time and money. Build a list of ideal clients; who they are, where they work, why they need you, etc.
- 2. Request referrals:** It may seem very simple, but the best way to get referrals is to just ask!
- 3. Spruce up your emails with a signature line:** This is a great way to carry exposure of your services to everyone you contact. You can add a one or two-liner about the services underneath your contact information. And for an additional bonus, also add a line such as "My business grows with referrals."
- 4. Stop being a secret:** Tell everyone you know you have room in your schedule for a couple of new clients and ask if they know anyone you can contact.
- 5. Never stop networking:** Networking is a crucial way to build your contacts, but remember, only network in groups that can give you business, otherwise it is a waste of time.
- 6. Connect with past clients:** These people are the foundation of your business, and are integral to your success. Create a system for being in contact with them every 90 days!
- 7. Bait with broadcast emails:** Send promotional emails to your database and other contacts asking for clients.
- 8. Stick to superior client service:** By doing this, referrals are inevitable.
- 9. Start strategic alliances:** Brainstorm all the possible business alliances you can have, e.g. trade associations that your ideal clients belong to, colleagues who deliver complementary services to yours, etc.
- 10. Fill up your FARM area:** Choose it, define it, work it.
- 11. Create a client specialty:** Now that you know who your ideal clients are, narrow them down into specific groups like buyers, sellers, lessors, lessees, investors, retailers, restaurateurs, office managers, industrial corporations, and so on.
- 12. Market by mailings:** Snail mail information about your services to prospective clients. Do this regularly. It takes a prospect 10 times to see your name and information before they may contact you.
- 13. Produce or update promotional materials:** What kind of promotional materials do you have on hand? Is everything current and relevant to what you're doing now?
- 14. Clean up your contact database:** Your database isn't just a bunch of names on paper or in your computer. Keep this important information updated on a regular basis. Even just calling people to update current contact information helps you keep in touch.
- 15. Tickle your tickler file often:** Do you have a reminder file for all of your appointments, contacts and follow-ups?
- 16. Build broker-to-broker referrals:** Retail brokers should be referring to office brokers, and so on.
- 17. Convert calls to sales:** When you receive email or phone call inquiries regarding your property listings, do you regularly try to convert these prospects into clients? If not, why not? What do you need to know in order to do this?
- 18. Frequently ask friends for referrals:** Respectfully and gracefully ask, ask, and ask for referrals. And, refer business to them regularly.
- 19. Participate in passing on helpful tips:** If information comes across your desk you think valuable for your colleagues or clients, send it on!
- 20. Promote relationships with property owners:** Stay in touch. Ask, "What can I help you with today?"
- 21. Seek relationships with state and city economic development departments:** Develop relationships with those folks in your FARM area, get to know them, refer to them, and ask for referrals in return.
- 22. Cultivate a can-do attitude:** Be positive with everyone. You'll develop a reputation for being reliable, professional and someone who can always find solutions.
- 23. Rev up the referrals:** Give more referrals than you get.
- 24. Vow to add value:** Always look for ways to add value to all of your business relationships.
- 25. Marketing you.** These are some of the best ways to get new business!
 - Have ready a current resume of completed deals.
 - Have ready postcards/ mailers/emails of completed deals.
 - Have ready a list of benefits you offer.
 - Create an ongoing Newsletter/ezine.
 - Gather and highlight testimonials in your marketing materials.
 - Put together announcement ads and news releases about completed deals.
 - Have an up-to-date media source list at your fingertips.
 - Prepare a 30 second speech on your services.
 - Develop and improve your website.



OFFICE HIGHLIGHTS CURRENT & FUTURE EVENTS



Colliers Welcomes Angelica Lopez,

She is majoring in Business Real Estate with a minor in Marketing and one day hopes to be a commercial broker.



Longest Performing Listing

The Stilley Team – Hughes Center (since 1999)



Colliers Welcomes Vicki Longden,

With more than 8 years of Escrow experience, she feels very comfortable in this new environment and is anxious to learn more about this side of the transactions.

Pat McNaught aspires to make a difference in Politics.

Intends to run for State Senate Seat District 12 - McNaught is considering Spencer Pinter as a political advisor...



Cal Sponsorship

Colliers Parrish is a major supporter of the Cal Football and Basketball programs. Tickets are available for brokers/clients to many of the scheduled home games.

Broker Perseverance Award:

Scott Gragson. Scott continues to exemplify a never-give-up attitude. We can all gain a little more strength as we watch Scott persevere!

Mixer to attend Expo Real in Munich Germany

EXPO REAL 2009 | 12th International Commercial Property Exposition | 5 - 7 October 2009 | New Munich Trade Fair Centre

As part of this conference, Mixer will also be attending a Colliers international governance committee meeting to be held on October 7th, 2009





Office Space Update

The bringing down the great Restrepo Wall will commence during the next couple weeks. New office cubes will be installed shortly after and we expect to have occupancy on or before October 1, 2009.

Our first priority is to re-integrate property management back downstairs. Other seating changes will be reviewed accordingly.

Fastest Biker in Colliers?!

A challenge is in the works to see which Anthem area broker can bike to work the fastest.

- Pat Marsh
- Scot Market
- Eric Molfetta
- Dan Doherty

Pari-mutual betting is forbidden, but the winner may receive a new pair of padded biking shorts...

Broker of the Month - August 09

Pat Marsh

2 Month Warning: THANKSGIVING POT LUCK

Anyone wishing to begin marinating, may do so now.

5k Run for Candlelighters

Saturday, September 12th at Exploration Park in Mountain's Edge. Race begins at 8:00 a.m.. See Sonia for registration details or visit www.candlelightersnv.org Team Links For Life.

Recruiting Alert

Wanted: Multi-Family Broker or Team. Must possess top notch skills and be a good cultural fit. Any and all candidates encouraged.

Will Gaming Drive the Recovery?

Join us for our Industry Roundtable Event Oct. 1st, 7:30 A.M. in the Acacia Ballroom at the Four Seasons. All Colliers brokers are admitted free, your presence is highly encouraged.



294 OFFICES IN 61 COUNTRIES
ON 6 CONTINENTS

USA 94
 Canada 22
 Latin America 17
 Asia Pacific 64
 EMEA 97

\$1.6 billion in Revenue
 1.1 billion sq. ft. under management
 12,749 Professionals

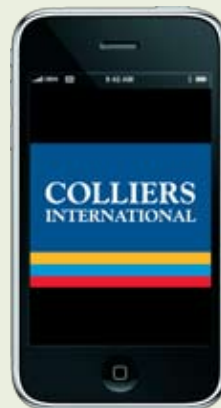
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THE TOP 10 TRAITS OF HIGHLY SUCCESSFUL PEOPLE

By: Dr Philip E. Humbert

1. They work hard! Yes, they play hard, too!
2. They are incredibly curious and eager to learn.
3. They network extraordinarily well.
4. They work on themselves and never quit!
5. They are extraordinarily creative.
6. They are self-reliant and take responsibility.
7. They are usually relaxed and keep their sense of perspective.
8. Extremely successful people have a gift for living in the present moment.
9. Living in the present gives them a unique ability to 'look over the horizon' and see the future.
10. Repeatedly successful people respond instantly!



The Apple iPhone is now fully integrated with our Colliers International Exchange. Enjoy the functionality and convenience of the Apple iPhone's business interface with contacts, calendar, and email capabilities.

WHAT DO APPLE COMPUTER & COLLIERS INTERNATIONAL HAVE IN COMMON?



Steve Jobs founded Apple Computers
Steve Jobs Stepped Down
Steve Jobs Came Back to Lead Company



Mike Mixer Founded Colliers Las Vegas
Mike Mixer Stepped Down
Mike Mixer Came Back to Lead Company



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