

Table of Contents

- | Introduction
- | Commercial Concierge
- | New office awareness Facebook campaign via Social Express
- | Programmatic Campaign via Hyperlocal
- | SECTION 2
- | FN Central Resources
- | Professional Development
- | Mentoring
- | Google Search Ad Campaign
- | Hyperlocal Advertising
- | Design Hub
- | Utopia eBooks
- | Social Express
- | Marketing Livery

Introduction

This eBook is broken into two sections:

Section 1 focuses on the recommended brand awareness campaigns to run when you join First National Commercial

Section 2 looks at the Commercial tools and resources you have access to in order to run a successful Commercial office

Commercial Concierge

An exciting new service for the FN Commercial Offices is the 'Concierge Information and Help Desk'.

The purpose of this initiative is to give Commercial members constant access to resources of highly experienced commercial knowledge, information and referral. This knowledge covers an extensive field of Commercial Leasing, Commercial Sales and information to assist members to grow their Commercial businesses and become more experts in their field.

National Commercial Manager, Frank Tierney is leading this initiative.

[1300 361 442](tel:1300361442)



Frank Tierney

0418 502 040

frank.tierney@firstnational.com.au



Blake Kempthorne

0423 298 091

blake.kempthorne@firstnational.com.au

New office awareness Facebook campaign via Social Express

We will create a custom image with the 'Look who's coming to (suburb)' or 'New name, same faces' message and upload it on Facebook and Instagram as a boosted post to promote your new commercial brand in your local area for three months. See example creative.

Cost: \$

Programmatic Campaign via Hyperlocal

Custom Hyperlocal campaign 'Look who's coming to....' which will run for three months.

Reports will be sent directly to a nominated email to track the progress of your campaign. This is a great way for you to show your local area that you are a Commercial expert in the area and create awareness.

See creative of a 'Look who's coming to...' Hyperlocal campaign we ran for an office.

Cost: \$

SECTION 2

FN Central Resources

Marketing



COMMERCIAL MARKETING

Marketing Collateral

Commercial members can request custom marketing collateral designed by our FN Design Team by **placing a request through FN Design Hub (link to the right)**.

Use the green links on the right to view examples of marketing collateral designed by our design team for FN Commercial offices. If you see a design you'd like to personalise and make your own, click on the yellow Design Hub link and make a design request referencing the example collateral.

Use the red links to the right to download a copy of our FN Commercial style guide or view our Commercial colours and fonts guidelines.

[Vendor Submission](#)
[Consumer Guides](#)
[Boards](#)
[Window Cards](#)
[Office Marketing](#)
[Logos](#)
[Stickers, Flags & Buntings](#)
[Vehicle Signage](#)



Go to Design Hub

[Download Design Guide](#)
[Colours & Fonts](#)

Logos

Generic Commercial Logos

Vertical Logo



Horizontal Logo



firstnational
COMMERCIAL

Awning Logo



firstnational | COMMERCIAL

Generic Commercial Portal Logo - For realestate.com.au

340 x 64



Generic Commercial Portal Logos - For Domain.com

120 x 42



200 x 70



720 x 50



728 x 90



915 x 42



Resources

Quick Start Guides

QuickStart Commercial consists of 7 modules for Real Estate Businesses wanting to establish a new commercial chapter or implement one within an existing business.

First National QUICKSTART COMMERCIAL releases the first series of COMMERCIAL LEASING AND PROPERTY MANAGEMENT TEMPLATES.

This is a "how to do it" resource which is a tremendous resource for those that are involved in Commercial Property Management or for those who wish to enhance their skills.

The information and knowledge will help put your office at the forefront of the Commercial Leasing Space.

The information provided is comprehensive, step by step, easy to follow and up to date in Commercial practice.

Some of the information provided covers listing matters, checklists, applications, appraisals, leasing and management authorities and services, letter of offer, new lease documentation, tenancy commencement protocols, rent, outgoings, arrears, insurances, rent reviews, vacating tenancies and much more.

Quick Start Commercial wants to keep you ahead of the competition and increase your business. No other group or network has this "how to" information.

Manuals, Templates and Checklists

These resources (available to download for all First National commercial members) provide up to date industry information to our FN Commercial members. Also provided are document/letter templates available for use by our members.

Examples include:

Letter of introduction.

Prospecting record.

Prospecting and follow up register.

Commercial marketing plan/listing submission for auction marketing

A 7-page commercial marketing/listing submission template.

Agenda templates for weekly and monthly meetings.

A template report to analyse monthly sales, listings and leasing

Template for daily and weekly staff activity reports.

A template for staff Key Performance Indicators (KPIs)

A template upon which to base your staff performance reviews.

And much much more

Professional Development

First National's Professional Development has employed the services of Well-known and respected Wendy Thomson

When it comes to the real estate industry, Wendy Thomson lives and breathes commercial property. While Wendy is passionate about commercial real estate, her other passion is sharing her extensive industry knowledge and experience. Behind every one of Wendy's training events there is a solid commitment to improving the level of professionalism in the commercial real estate industry, and enabling agents to consistently deliver positive outcomes for their clients.

Respected as one of the leaders in this competitive and specialised field of real estate, Wendy operates a large commercial agency that boasts an extensive and diverse client base, and is dedicated to commercial property sales, development projects, leasing and property management. Over many years, Wendy has developed an impeccable standard in business systems and practices, which she now shares with other professionals through her specially designed industry-focused training events

“

'Wendy knows her Commercial Real Estate, her years of experience and insights just made my life so much easier, she's worth talking to.'

Leanne G - Melbourne

”



Mentoring

The tools to success

With 40 years + in the Industry, Frank Tierney will host 5 x 1 hour sessions with you and your staff. Teaching you the tools to gain market share, mine your existing rent roll and networks, and set yourself up as leaders of the commercial space in your area.

The Commercial knowledge and resource centre at First National head office is readily available to all Commercial offices and staff. This is on going support to assist with the tools to improve Commercial property sales and Commercial property management.

Google Search Ad Campaign

We will bid for keywords with the name of your office and First National Commercial along with your trading suburbs.

□

□

This will ensure that you appear on the first page of Google searches.

See example we ran for an office.

Cost: \$

Hyperlocal Advertising

First National Hyperlocal Online Property Advertising



You most likely would have heard people raving about how programmatic ads have changed the landscape well now First National Real Estate gives its members the opportunity to market into this space with Hyper-Local Online. Programmatic marketing is successful because it's efficient.

WHAT IS IT?

A vendor paid digital local-area marketing solution.

A highly efficient way to run digital display advertising across a local area on mobile, desktop, laptop and tablet.

WHERE ARE MY ADS SHOWN?

Online ads are shown to a relevant audience that is within a specific radius to the property address advertised.

Online ads are shown to the relevant audience no matter where they go while online over the campaign period = 4 weeks. This is possible through data matching capabilities.

WHAT ARE THE BENEFITS?

Cost-effective - \$199 (plus GST) for 40,000 ads (impressions) targeted across a specific area

Drives awareness of the property listing to prospective local buyers

Drives mass branding for First National to prospective local vendors

Raises awareness of the individual agent and local office

Ads appear in an uncluttered environment not alongside competitors

Drives traffic to First National websites not a 3rd party

Builds a targeted database of relevant users interested in property

One click campaign set up

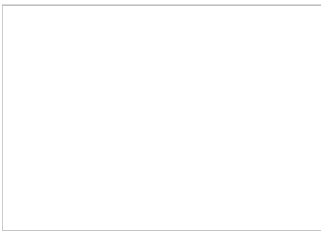
Daily automated reporting

Design Hub

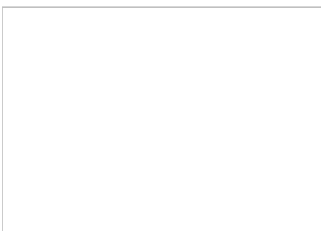
A range of Commercial brochures, booklets and marketing material immediately available



[COMM_Photoboards_3x4 \(P\)](#)



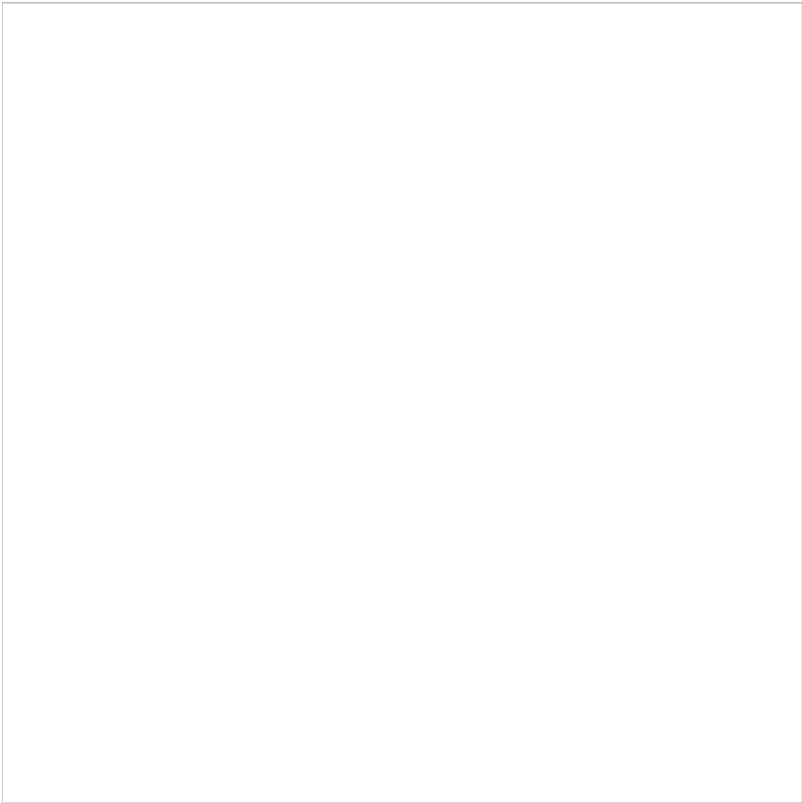
[Commercial Property Management Brochure](#)



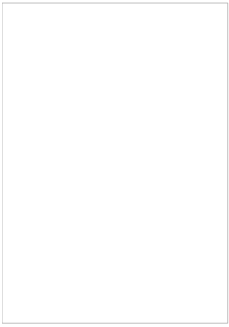
[COMM_Property Brochures_Spread \(L\)2](#)



COMM_Photoboards_4x3 (L)



COMM_Photoboards_4x6 (P)



COMM_Property Brochures (P)



COMM_Photoboards_6x4 (L)



[COMM_Stockboards_600x900 \(P\)](#)

Utopia eBooks

A commercial information memorandum template available for you to pick up and use for any commercial property

□

Social Express

Marketing Livery



