

Hard Won Relationship Lessons

• A Dozen Lessons From Decades of Success



Elevate Aspirations
Release Expectations™



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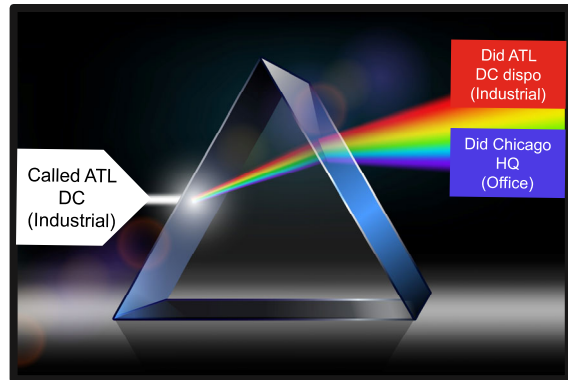
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1) Music is in the Space Between the Notes

This is Our Standard Image in Sales
(Transaction Mindset)



Maybe This is a Better One?
(Relationship Mindset)



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Claude Debussy, French composer

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2) Sometimes Theatre is Necessary

- Midwest city
- Fortune 500 client
- 15K Office (renewal)
- TI by tenant

Our response: Your proposal is above market. We won't counter the high bidder. My guys are pissed. Next internal meeting is Wednesday. The ball's in your court.

Initial Proposal

The initial net base rental shall be \$15.50 per RSF per annum or \$42,250 per month in the first year of the term which shall increase three percent (3%) per annum at each lease anniversary.

Revised Proposal

The initial net base rental shall be \$12.00 per RSF per annum or \$32,710 per month in the first year of the term which shall increase two and one half percent (2.5%) per annum at each lease anniversary.

Ed, we hope that _____ will appreciate the revised economic terms presented here. The above change in the base rental rate and annual escalations will result in an overall *decrease in rent payments of over \$1.4 million over the term of the lease.*

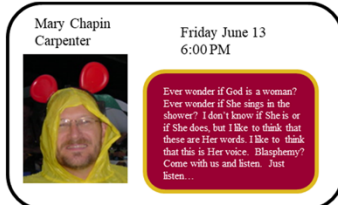
Us afterward:

.....
.....

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3) Make a Life, Not Just a Living

Chastain Invitations



Silent Retreats



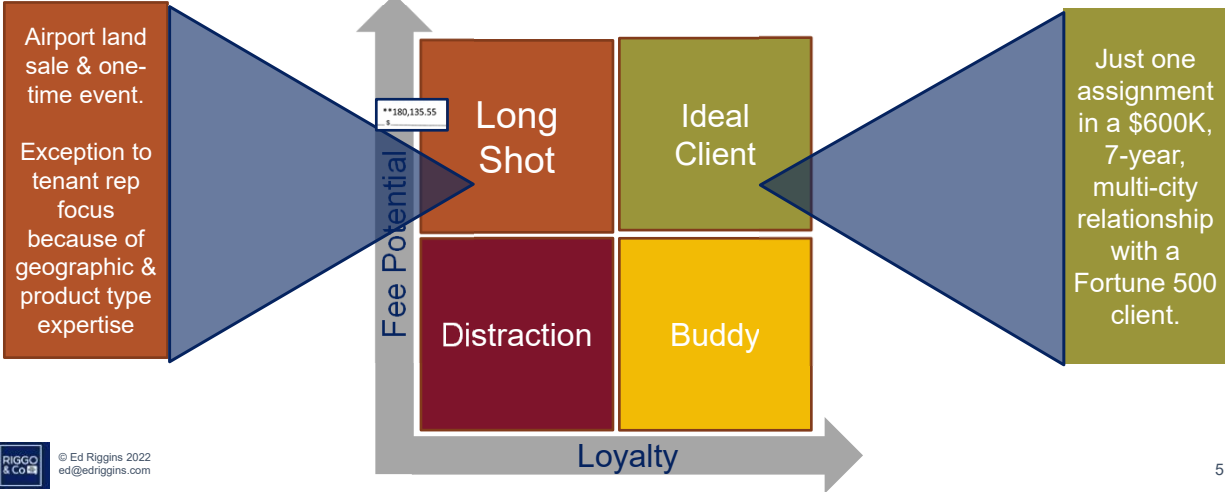
Stand-up Comedy



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4) Get Good at Underwriting

Underwriting: Taking financial risk for a fee
Financial risk = your expertise with no paycheck.
Fee = your commission.



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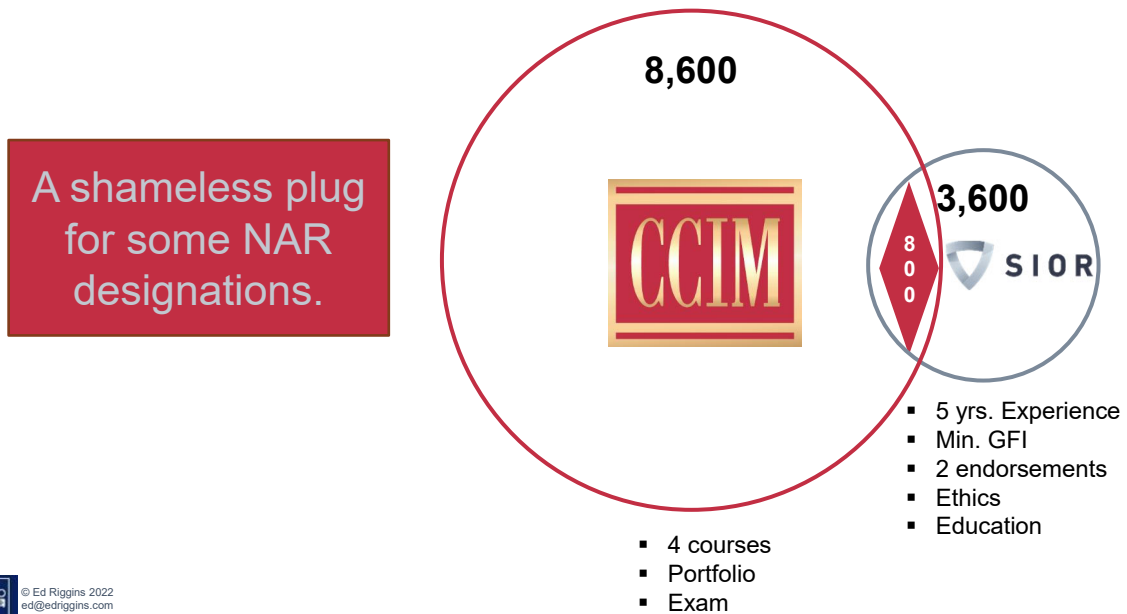
Break Time



6

6

5a) Life is a School That Requires Continuous Study



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5b) Life is a School That Requires Continuous Study

Competence:
the ability to do something successfully or efficiently.

Confidence:
the feeling or belief that one can rely on someone or something.

Decision makers can **FEEL** this.
And will hire you.

Wifm

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6a) Focus on the Important, not Just the Urgent

	Urgent	Not Urgent
Important	<p>Quadrant 1 Necessity</p> <p>Crises Unforeseen events</p>	<p>Quadrant 2 Effectiveness</p> <p>Relationship building Planning Learning</p>
Not Important	<p>Quadrant 3 Distraction</p> <p>Needless interruptions Unnecessary reports</p>	<p>Quadrant 4 Waste</p> <p>Trivial work Avoidance activities</p>

I hope you can join us...

Ed Riggins
Invites you to
the third
Executive Forum

May 18, 2010
11:30am - 1:30pm
Catered Lunch

I hope you can join us...
estate matters, I deal daily with responsibility. My clients make of the economy as varied as reputation, law, engineering, al equipment, consumer d construction. With the hope lar responsibilities from a variety be of value to clients and friends is third Executive Forum.

Agenda

Riggins - Opening Comments
roductions
served
Cerrone, President and CEO
Equities
lson, CPA, Partner
sh, Neiman, Kornman &
son
and Group Discussion

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6b) Focus on the Important, not Just the Urgent

Add value between transactions

Flight for lunch with CFO

Multiple BOVs

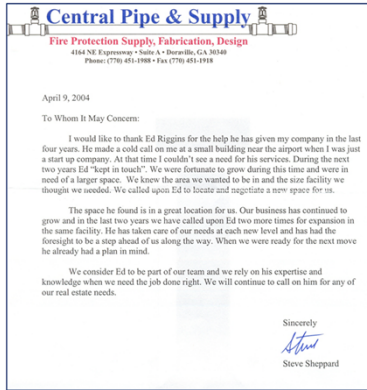
Free staff lunch & learn

Multi-office CRE strategy call

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7a) Be Bold, and Mighty Forces Will Come to Your Aid

**200,000 Sq. Ft.
Purchase**



20,000 Sq. Ft. Lease



**Was Among Those
Called About His Passing**



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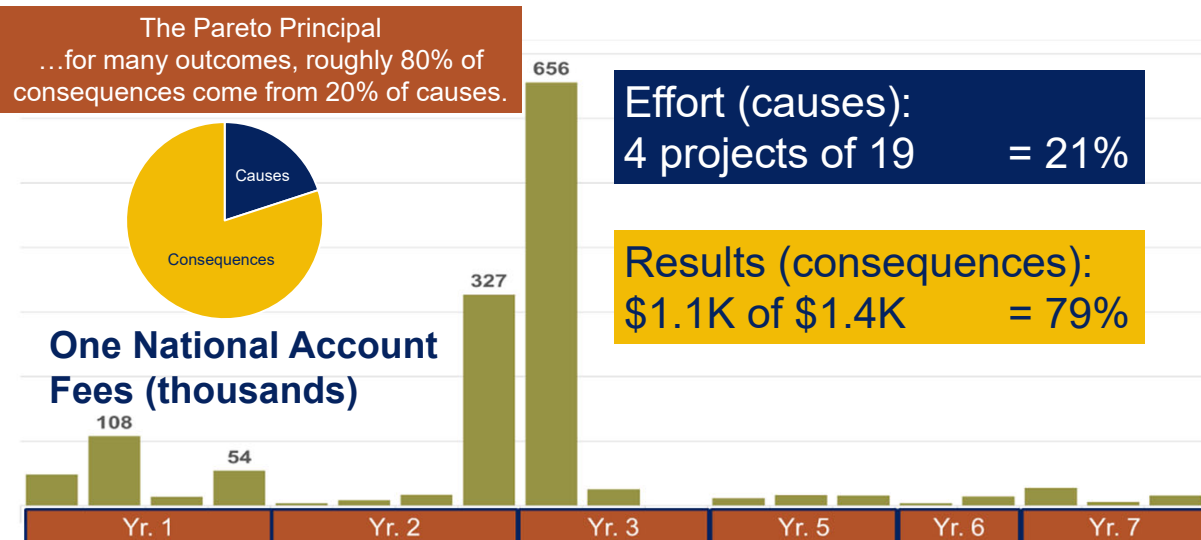
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7c) An Attempt at Ranking Boldness



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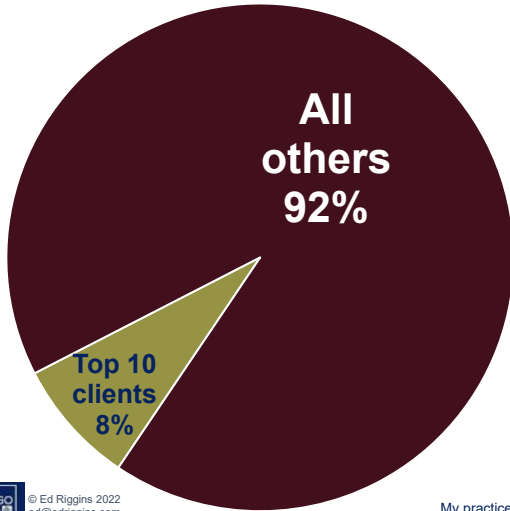
8b) Never Forget What Pareto Taught us



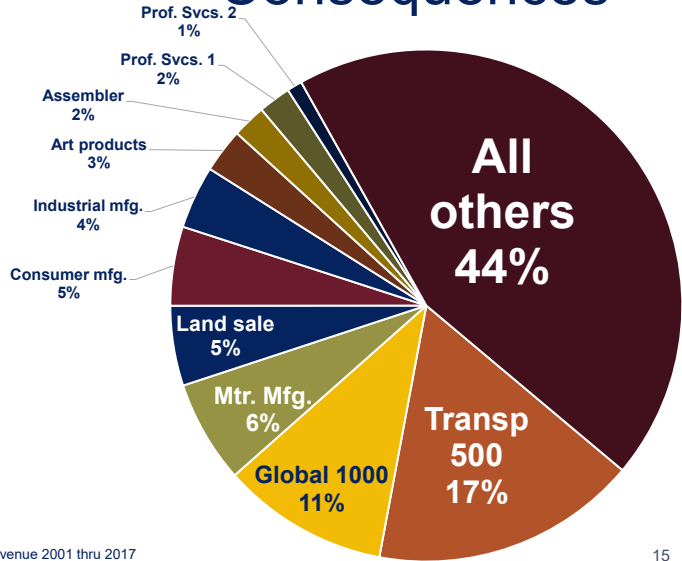
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8a) Never Forget What Pareto Taught us

Causes



Consequences



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Break Time



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9a) Be Greedy! For the NEXT Assignment

Installed base: a measure of the number of units of a particular type of product, often computers, that have been sold and are being used

Cost of acquisition: the total expense incurred by a business in acquiring a new client or purchasing an asset

Contact

Hired

Closed

Pursuit

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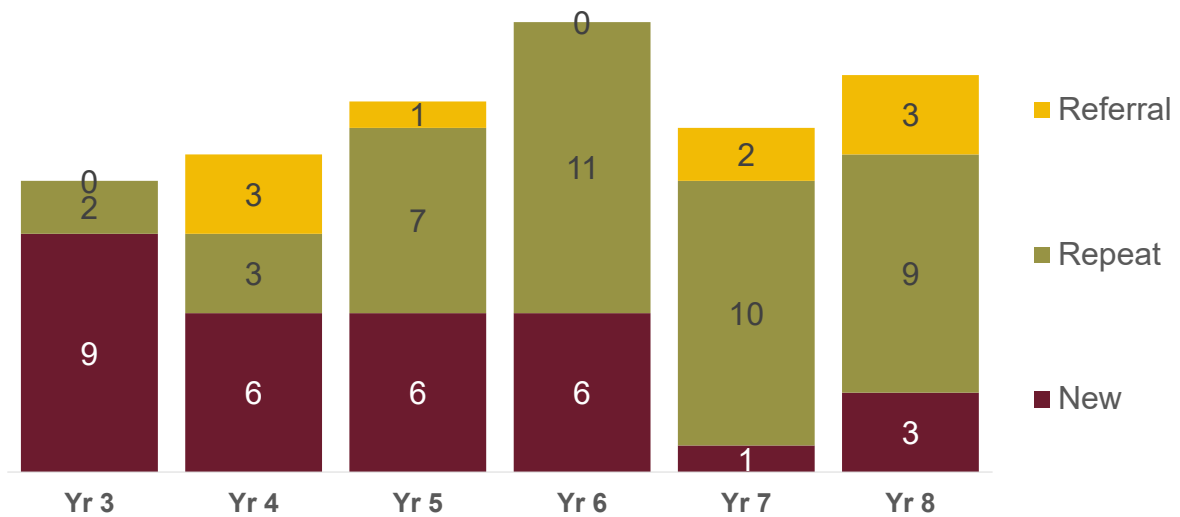
Execution

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9) Be Greedy! For the NEXT Assignment



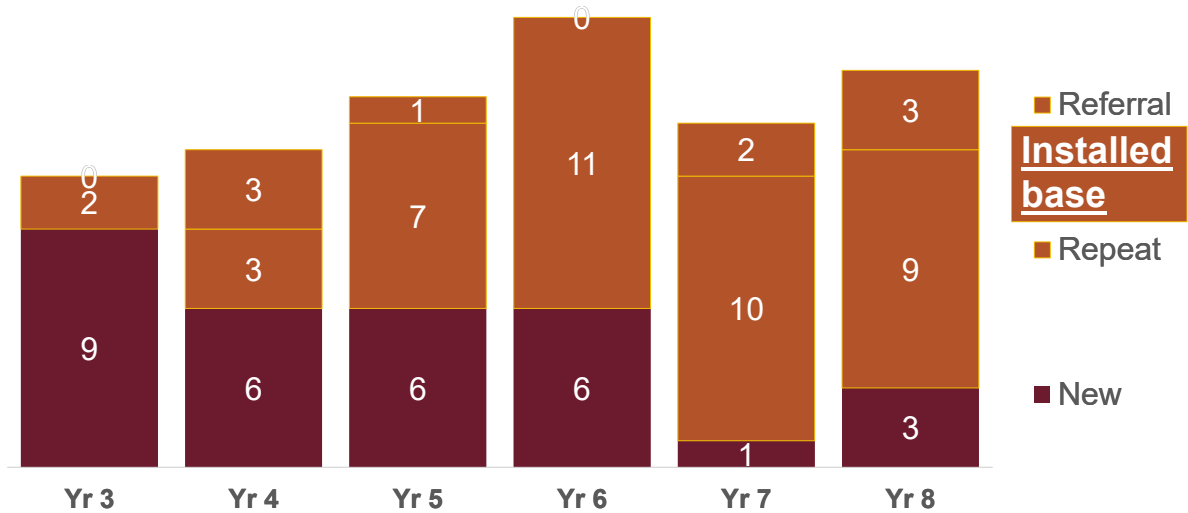
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Source: My own early-years practice history

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9) Be Greedy! For the NEXT Assignment



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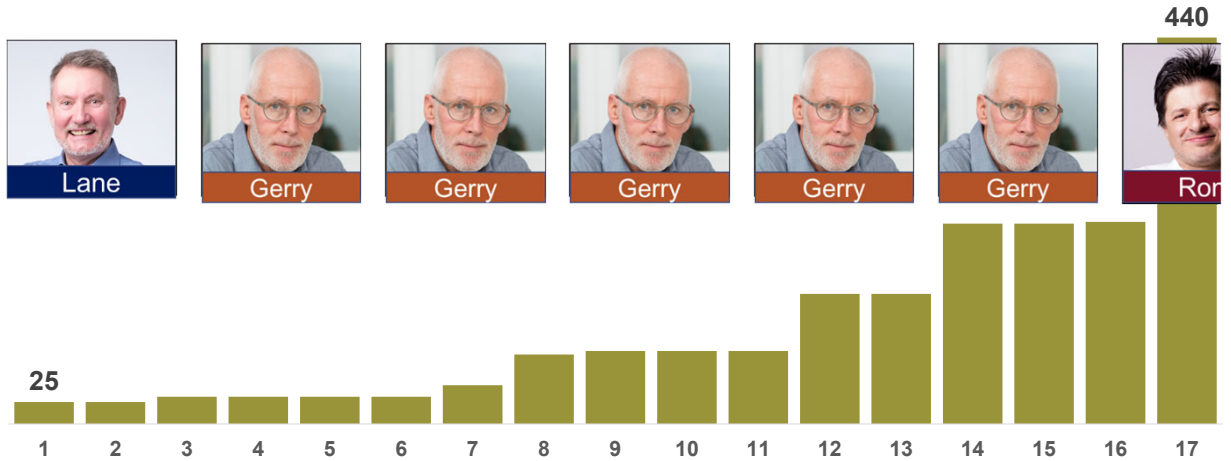
10) You Just Never Know...



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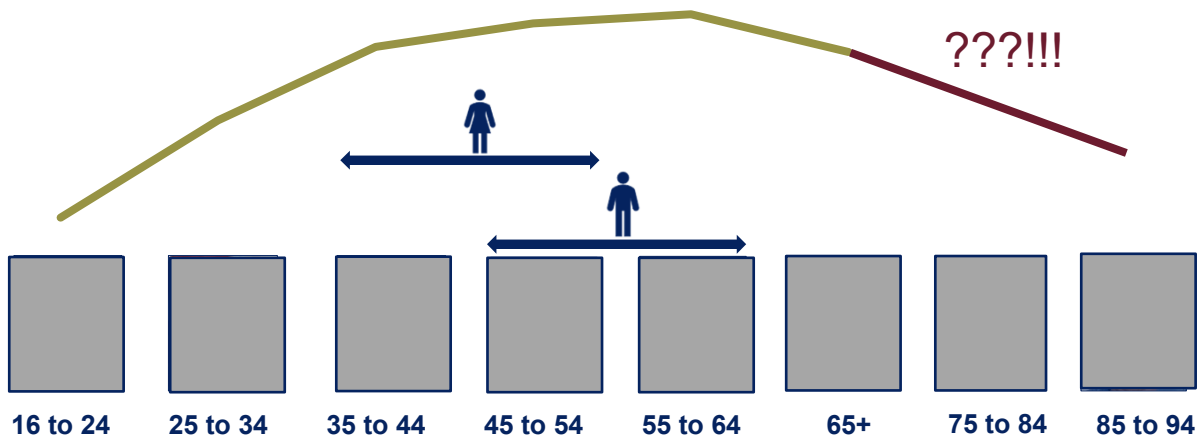
11) Think in Cumulative Terms, not Just in Annual Terms

$$\text{\$440K/17 yrs./12 mos.} = \text{\$2,100/mo.}$$



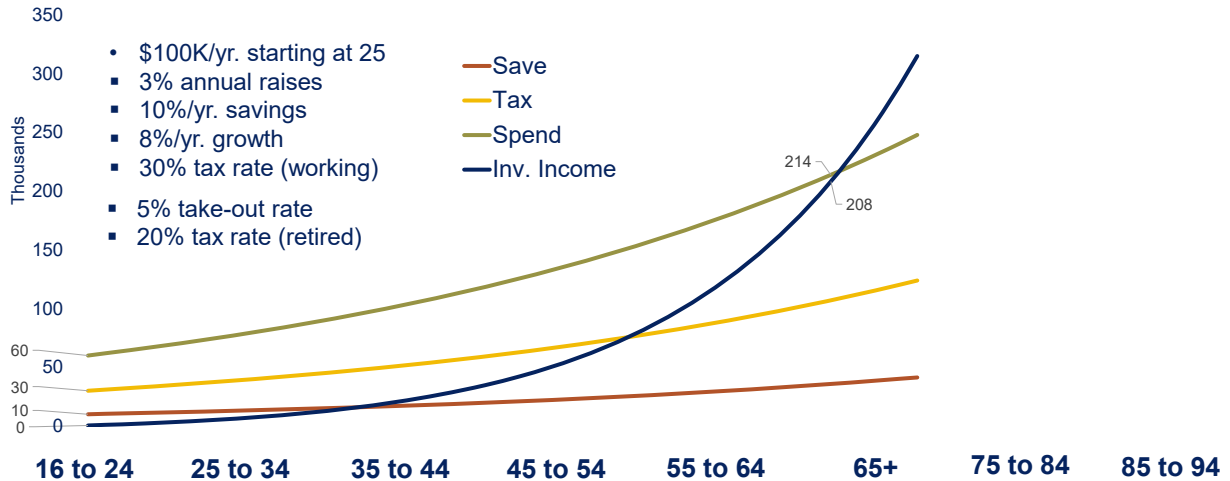
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12b) Send Some Money to Your Future Self



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12c) Send Some Money to Your Future Self



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Known simply as “Riggo” to the thousands who have laughed and learned while attending in his programs, Ed Riggins has had a career that proves you can enjoy serious success without taking it all too seriously. He learned from doing stand-up comedy that if you want to find the truth, look for the funny. He learned from improv comedy to find the natural flow and go with it.

Before becoming a national top producer, being named “Who’s Who of Commercial Real Estate” by the Atlanta Business Chronicle and recognized as a “Power Broker” by Costar, Riggo mowed lawns, customized cars, drove a forklift, and was a small engine mechanic, on his way to becoming a first-generation college graduate. Ed is among less than 1% of practitioners nationally to have earned both the SIOR and CCIM designations.

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