

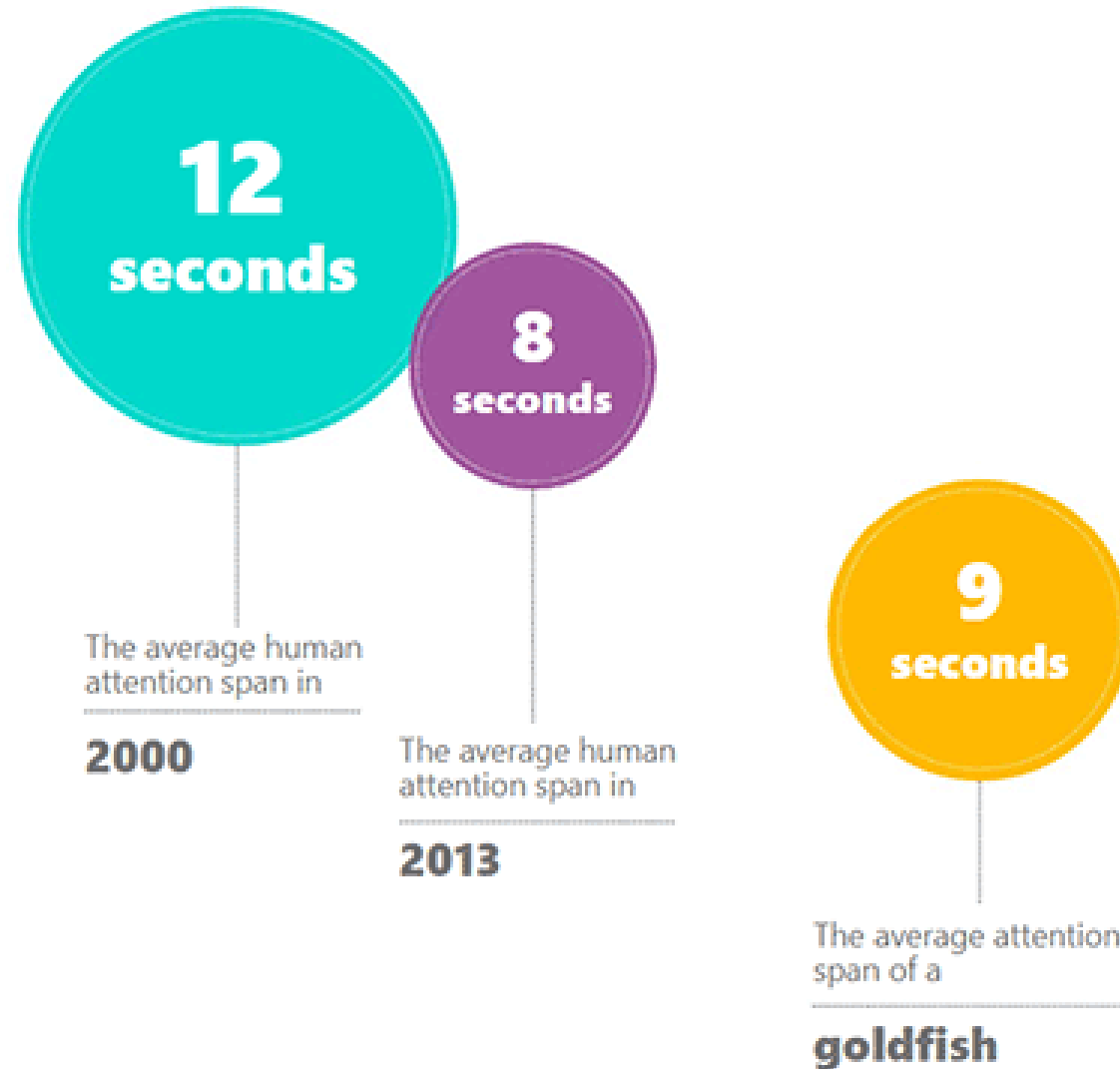
A goldfish is swimming in a glass fishbowl. The fishbowl contains artificial green plants and colorful gravel in shades of purple, pink, and yellow. The background is a dark blue gradient.


Attention is the New Currency: How to Gain More Business in 2026!

CARW - Commercial Association of REALTORS Wisconsin

April 14th, 2026

We know human attention is dwindling



A photograph of two men in business attire shaking hands. The man on the left is Black, wearing a brown blazer over a light blue shirt and a grey tie. The man on the right is white, wearing a dark grey blazer over a white shirt and a grey tie. They are standing in front of a white metal fence with vertical bars. The background shows some green foliage. The overall tone is professional and positive.

WHETHER YOU ARE A
BROKER OR
SERVICE PROVIDER...

**“BEST KNOWN – BEATS
BEST”**

**“It’s Not Who YOU Know,
It’s Who Knows YOU!”**





**BEST PLACE TO
LEVERAGE EXPOSURE
TODAY!**
(and it's free)



RETIRING NEXT YEAR?

MALIBU



Linked

- 1B members
- 260M users log in each month
- 61M senior level influencers / decision makers
- 87M millennials
- Only 3M users share content weekly (1%!)

**WHICH
PLATFORM?**

**WHO IS YOUR
CUSTOMER?**



WHAT
PROBLEM DO
THEY HAVE?
CAN YOU
SOLVE IT?



EXPERIENCE?

VALUE ADD (For Free)



LinkedIn

Provide Value

Joshua Ladle • 1st
 Founder & CEO at 11th St. Capital
 4d • 🌐

The start of a New Year means it's time to start driving the 600+ #shoppingcenters in #BrowardCounty again and collecting research on occupancy, new deliveries, developments, redevelopments, big-box retailer changes, who's leasing ...see more

11th St. Capital
 155 followers
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#DeerfieldBeach in #BrowardCounty has 29 #ShoppingCenters that are, on average, 88.1% occupied. Median #occupancy is a much higher 95.8%, which indicates the real strength of this submarket. Occupancy is temporarily ...see more

11th St. Capital

BROWARD COUNTY
DEERFIELD BEACH SUBMARKET

Q1 2019

 2.3M SF <small>The Deerfield Beach submarket has 29 shopping centers over 20,000 sf.</small>	 88.1% AVG OCC <small>Around 200K sf of vacant shops and anchor spaces being leased. If prices leveled, the median occupancy is 95.8%.</small>	 85.4% AVG OCC <small>There are 4 Publix centers (30M sf total) in the submarket. Publix occupancy is 82.0%.</small>
 80 BPS <small>Occupancy is down slightly from Q4 2018. 88.1% vacancy rate is high but likely to come back down as it is being taken with good retail shop developments in the submarket.</small>	 40K SF <small>A good amount of currently vacant space has "Coming Soon" signs in the windows. When that space is occupied, the submarket occupancy will increase to 90.8%.</small>	 0K SF <small>No new deliveries.</small>
 60K SF <small>One center is in redevelopment and accounts for 60K sf.</small>	 POSITIVE <small>The outlook is positive for the Deerfield Beach submarket due to its tenant mix, no active developments, and a good amount of "Coming Soon" signs.</small>	 0K SF <small>No active developments.</small>

Joshua Ladle • 1st
 Founder & CEO at 11th St. Capital
 1mo • 🌐

11th St. Capital's latest research report is out: Palm Beach County Retail Market Report - Q4 2019. It paints a very different picture of what's actually happening in the #retail market in #SouthFlorida than what is being reported in the n ...see more

11th St. Capital
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The #PalmBeachCounty #retail market has 426 #shoppingcenters over 20,000 sf and they, collectively, stand at 89.6% average occupancy. However, the median occupancy is a high 96.4%, which shows that this #SouthFlorida mark ...see more

11th St. Capital

PALM BEACH COUNTY MARKET

Q4 2019

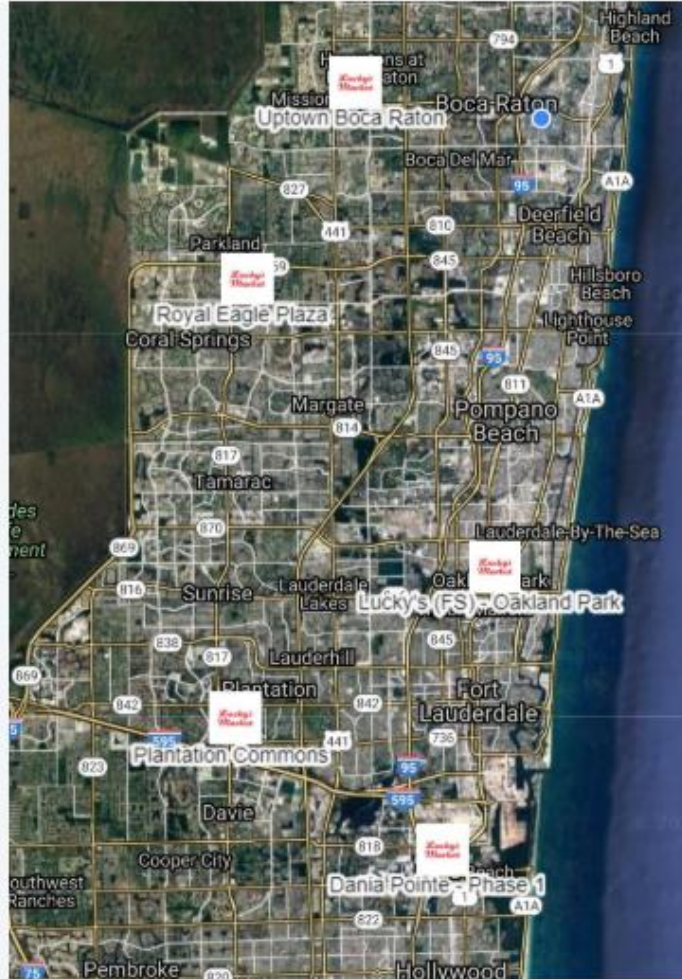
 40.3M SF <small>Palm Beach County has 426 shopping centers over 20,000 sf.</small>	 89.6% AVG OCC <small>Around 4.2M sf of vacant shops and anchor spaces are being leased. Median occupancy is 96.4%.</small>	 90.3% AVG OCC <small>There are 11 Publix centers (25.4M sf total) in the submarket. Publix occupancy is 85.8%.</small>
 30 BPS <small>Occupancy is up slightly from Q3 2019. 89.6%.</small>	 685K SF <small>Number of currently vacant shops and anchor spaces have "Coming Soon" signs in the windows, which, when occupied, will increase occupancy by roughly 170 bps to 91.3%.</small>	 35K SF <small>Bergan Development's West Dairy center, anchored by Joseph's Custom Market, is located on the IEC of I-95 and US-1. Retail has recently delivered.</small>
 2.5M SF <small>Three centers are in various stages of redevelopment and account for 2.5M sf. Removing these centers from the inventory increases the market occupancy to 91.7%.</small>	 POSITIVE <small>The outlook is positive for the Palm Beach County market due to the large amount of "Coming Soon" signs, just one small new delivery, several strong developments in progress, and a large number of centers in redevelopment.</small>	 430K SF <small>Four centers are under construction throughout the County: Upper Falls, Rotors, Dairy Beach Plaza, The Preserve West Palm Beach, and Plaza del Alamo. Three centers in Palm Beach Gardens.</small>

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Founder & CEO at 11th St. Capital
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Time to add these [Lucky's Market](#) stores to the [#Vacant](#) [#BigBox](#) category in [#SouthFlorida](#). One more grocer gives up after a short run in the Florida [#grocery](#) world. Who's next?
[#CRE](#) [#PalmBeachCounty](#) [#BrowardCounty](#) [#SouthFloridaCRE](#)



👍 34 · 22 Comments

👍 Like 💬 Comment ➦ Share

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Barry Wolfe • 1st
#NetLeasePro | Commercial Real Estate | Single Tenant Net Lease | 1031 Exchan...

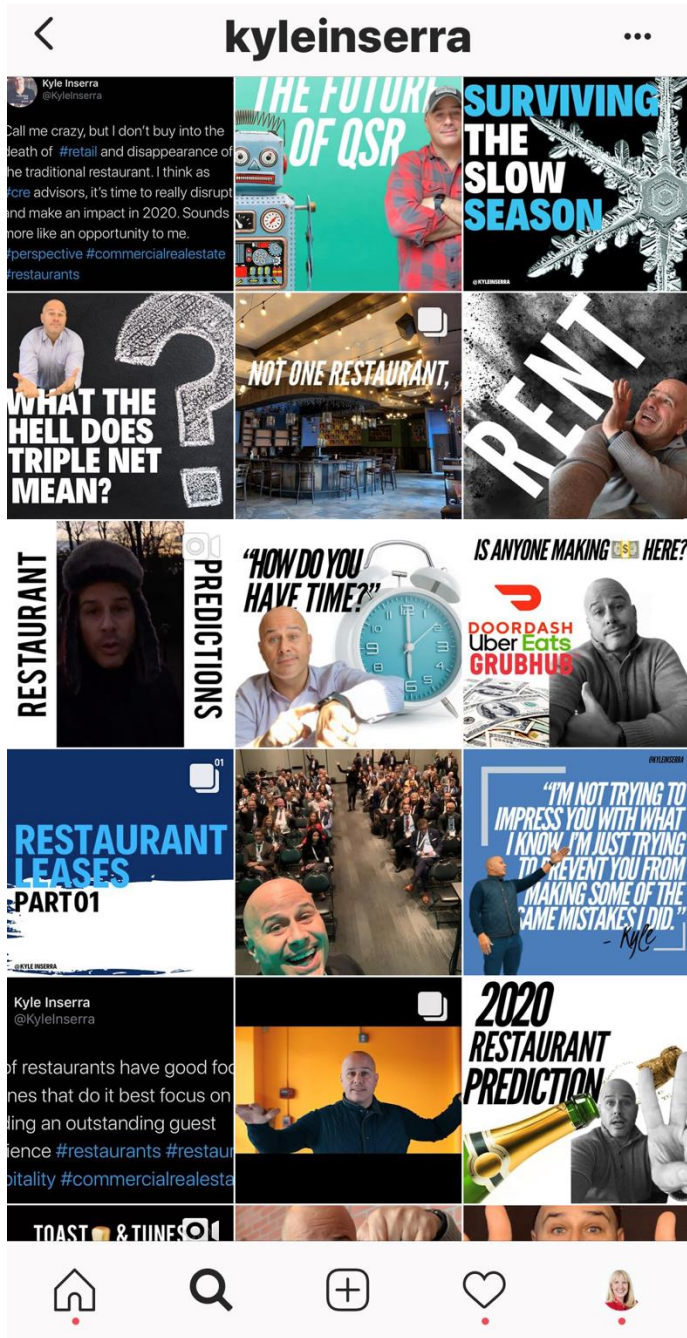
You asked for it...

...see more



65 • 48 Comments





WHO IS YOUR CLIENT? WHERE CAN YOU FIND THEM?

WANT TO FILL VACANCIES FASTER?

Hire me to canvass with YOUR team, for YOUR assets, in YOUR market!



Meet Beth at the Nexus Conference in Miami, FL January 22 & 23, 2020

Beth Azor
The Canvassing Queen™
Author of *Don't Say No for the Prospect* and *The Retail Leasing Playbook*

Call NOW to make an appointment!

Talk to your peers and ask about the results Beth delivers!

BRIXMOR Property Group | **IRVINE COMPANY** | **DLC** MANAGEMENT CORP. | **RetailCenters**

KIMCO REALTY | **UBP** Unibank Retail Properties Inc. | **SITE**

WATERSTONE | **Maestras & Ward** | **PHILLIPS EDWARDS** | **CHASE** COMMERCIAL REAL ESTATE

Beth's new book *The Retail Leasing Playbook* available at **amazon**

www.bethazor.com
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beth@azoradvisoryservices.com





Beth Azor

"The Canvassing Queen™", CRE Leasing Coach, Developer, Investor, Author/Sp...

1mo • 🌐

Phrases we should NEVER use when "following up"!

1. "Following up"
2. "Checking in"
3. "Reaching out"

One of the keys to "following up" is asking pertinent questions during the meeting.

1. What is your timing?

What is your decision?

What is your timeline for their team to get

game. (Think Ga vs LSU)

If all else fails and the prospect is "ghosting" (millennial speak) you or as we boomers like to say "gone mia" - use [Christopher Voss](#) most fabulous advise ever: (in his book "Never Split the Difference")

"I assume you've given up on this site?"

They will get back to you in a hot second!

👍 🌐 🗨️ 211 · 78 Comments

👍 Like 🗨️ Comment ➦ Share

👁️ 24,788 views of your post in the feed

facebook



Debbie Harris Ashlin

January 23 at 8:55 AM · 🌐



I need help from my FB friends - tag your favorite restaurant to let them know I have a restaurant space available for rent across from Whole Foods center! If they reach out to me, I'll email you a gift card to your favorite spot: Starbucks, Lucky Goat or Dunkin 😊





DO YOU WANT
TO BE
RELUCTANT





Or...

RELEVANT?

OLD VS. NEW





★ OX BEEF ★ DAIRY PORK ★ HAMS & POULTRY ★

WE SUGGEST YOU TRY THEM THEY WILL BRING GLAMOUR TO YOUR TABLE AND PRAISE FROM YOUR GUESTS

ALL ON PRICE

TYLER

Riches

Are
In
The

Niches



1986

Retail Landlord Rep

Retail Tenant Rep

Retail 3rd Party Leasing Mgr

Retail Capital Markets

Retail Limited Partner

Retail General Partner

ICSC Involvement

Retail Live!

Chamber of Commerce

Book Club

Women's Trips

Supper Club

SFIRA

ShopTalk

SpaceTank

Women Investor Wednesday Podcast

Don't Say No For The Prospect

Retail Leasing Playbook Podcast

The Retail Leasing Playbook

I Own a Shopping Center, Now What? Podcast

Freshman Forum

Landlord Forum



Marcus & Millichap

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TOP OF
MIND



The Trash Man



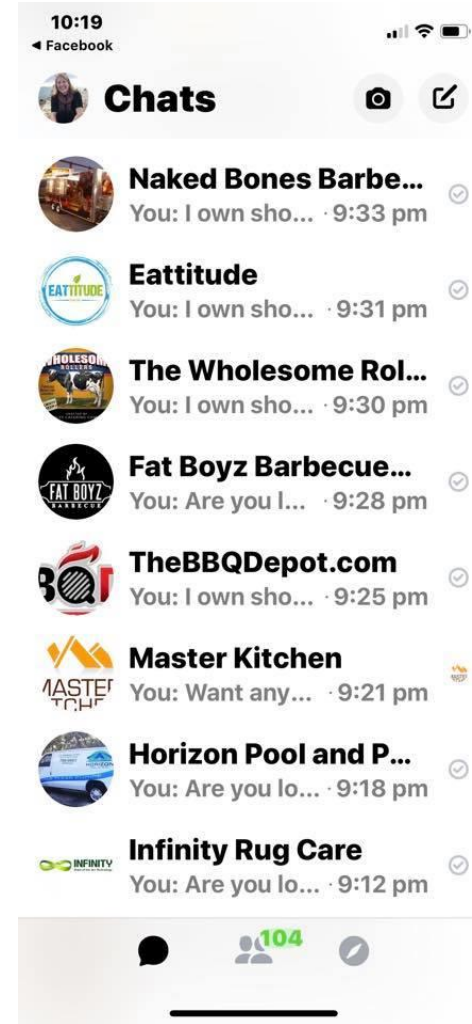
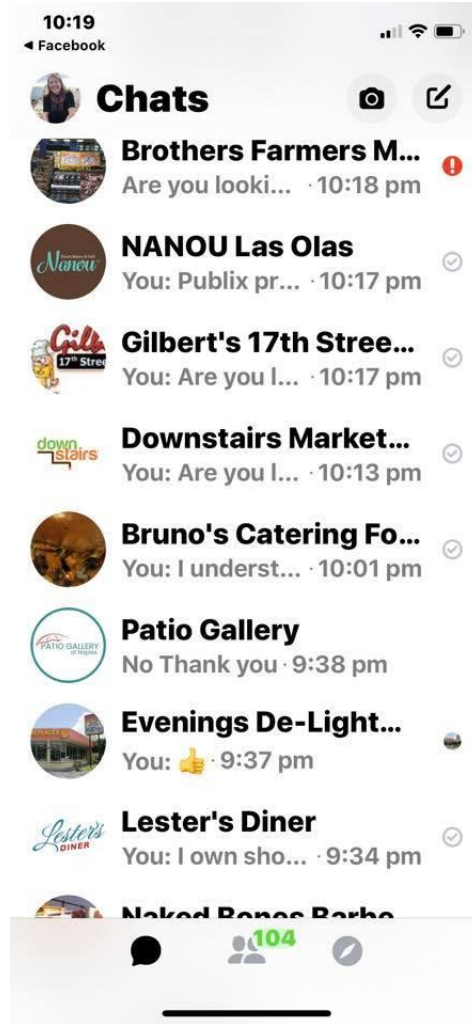
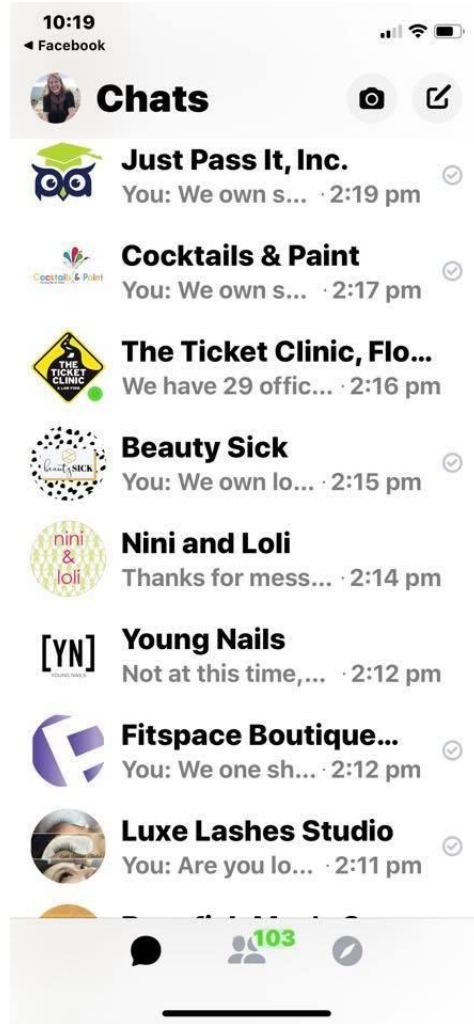
IT'S A NUMBERS GAME



NUMBERS GAME!



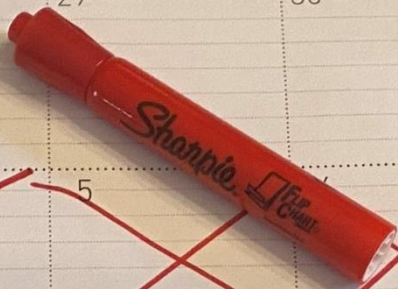
IT'S A NUMBERS GAME



Sunday Monday Tuesday Wednesday Thursday Friday Saturday Notes

26	27	28	29	30	31		
2	3	4	5	6	7	8	
9	10	11	12	13	14	15	
16	17	18	19	20	21	22	
23	24	25	26	27	28	29	
30	31						

CALENDAR CLUB CHALLENGE



Civic Holiday (Canada)
Full Moon

First of Muharram
begins at sundown

Ashura begins at sundown

CALENDAR CLUB CHALLENGE

- 496 “TOUCHES”
- 78 REQUESTS FOR MORE INFO
- 14 SPACE SHOWINGS
- 10 LOI’S

“GAMIFICATION”

ACCOUNTABILITY PARTNER



**#1 WORST
SALES “TOOL”
INTRODUCED IN
LAST DECADE**



**EMAIL
BLASTS**





Ask Beth

Sign in to continue chatting

 **Welcome Back**

Sign in to access your conversation history

Email

Password

[Forgot Password?](#)

Sign In & Continue Chatting



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