

Cheat Sheets

Investor Rep

SELL COMMERCIAL PROPERTY CHEAT SHEET

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| List Vacancies List the vacancies in your building. Some buyers want 100% turnkey while others want to profit by improvements. | List Location Benefits Note your building's cross streets, its proximity to highways, public transportation, and other area retailers and traffic generators. | Evaluate Property Condition If you have an older property, you may want to consider getting an inspection done before you sell. | List Property Highlights Research the differences between competitive listings to understand their offerings compared to the sale price. |
| Net Operating Income Run your profit and loss statement to find your building's net operating income. | Capitalization Rate The capitalization rate is the rate-of-return based on the expected income the property will generate. | Rent Roll A rent roll provides a list of all your tenants in your property, their contract expiration dates, lease rates, and rate types. | Pro Forma Statement Including a pro forma income statement will demonstrate the mix of tenants and how much yearly income they can expect. |

Seller services include...

- Market analysis
- Visible signage
- Listing onto online databases
- Consultation
- Additional marketing materials may be available upon request

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Landlord Rep

LEASE COMMERCIAL PROPERTY CHEAT SHEET

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| Lease Rate Comparison Competitors offering significantly lower lease rates can be difficult. Offering amenities such as covered parking or other can turn the tables. | Location Highlights List the vacancies in your building. Note your building's most recognizable cross streets, its proximity to highways, public transportation and traffic generators. | Property Highlights Research the differences between competitive listings to understand their offerings compared to their lease rates. | Demographics Report Running a one-, three-, and five-mile demographics report on your property will provide you with necessary insights into the surrounding area. |
| Curb Appeal Well-maintained buildings attract higher quality tenants. In addition, higher lease rates can be negotiated when the building is cared for. | Online databases Large commercial real estate databases can help expose your vacancies to thousands of real estate agents. | Brochures An effective brochure can be a vital tool when attracting new tenants. | Signage Create large, readable, and attractive signs to place near your vacant properties. |

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Tenant Rep

FIND YOUR BUSINESS SPACE CHEAT SHEET

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|---|--|---|---|
| Know your Budget When browsing online, driving around neighborhoods, or working with a broker, applying a budget is the best way to narrow your search. | Reduction and Expansion When looking for a commercial property, it is important to consider how flexible or rentable the space is, in case you need to downsize or expand in the future. | Location, Location, Location Consider necessities, including access to public transportation, proximity to highways, parking, and closeness to your preferred area. | Cash Outlay Purchasing is an option for those that can afford a large cash commitment. Some may prefer to reduce the risk by renting rather than by making a large commitment to buy. |
| Growth and Expansion Growth and the need to expand can be just around the corner, but it can be costly to buy or lease a property that you grow out of. | Capital Appreciation When you purchase a commercial property you are also making an investment. | Planning When looking at moving your location or setting up in a space for the first time, be aware of exactly what your company does, and where it is headed. | Tour Properties When touring potential properties consider your business plans and ambitions. |

Tenant services include...

- Demographics
- Traffic counts
- Supplier proximity
- Comparable analysis
- Rate comparison
- Vendor proximity

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