

Advanced Fundamentals of  
Commercial Real Estate: Next Steps



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Definition

Commercial real estate is:

- Greater than four residential uses and land zoned for more than four residential units
- Centers on business or investment use



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Types of Commercial Real Estate Properties



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## Types of Commercial Transactions

- Sales transactions
- Lease transactions
- Property Management
- Business Brokerage

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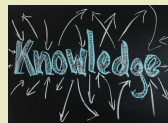
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## Education



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## How to Get a Position

- Decide what industry
- Contact your “sphere of influence”
- Start Calling!
- Research your industry
- Research local projects



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- Attend commercial classes 
- Learn about compensation structure 
- Look for sources of work
- Interview 

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### You Have the Position, Now What?

- Tap into chapters, alliances, & organizations 
- Attend commercial real estate events
- Offer to help other commercial agents
- Send out announcements 
- Learn your area and market

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- Network, Network, Network!
- Develop a resource list 
- Take classes
- Get involved in the Community 

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- ▶ Join commercial real estate organizations and be active
- ▶ Look into “groups” online 
- ▶ Don’t wing it!! 

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### Types of Listing Agreements

- ▶ Commercial Exclusive Seller Listing Agreement (CF101)/Commercial Exclusive Agency Agreement (CF103)
- ▶ Commercial Lease Listing Agreement (CF121)
- ▶ Commercial Open Listing Agreement (Sale – CF104 or Lease CF124))
- ▶ Agreement to Show Commercial Property (CF161)
- ▶ Commercial Exclusive Buyer–Tenant Representation Agreement (CF141)
- ▶ Commercial Mutual Non–Disclosure and Confidentiality Agreement (CF461)

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### Winning the Listing

- ▶ Use references and contacts 
- ▶ Describe experience and qualifications
- ▶ Research the property! 
- ▶ Present property–specific marketing plan

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## Obtaining Property Specific Information

- Land Use Issues
- Site Issues
- Building Code/Development Issues
- Transactional/Business/Financing Issues
- Market Issues

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## Economic Analysis

- Market Approach
- Cost Approach
- Income Approach

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## Marketing

- The Obvious
  - Post the listing everywhere!
  - Tell the neighbors!
  - Send flyers and emails to local commercial brokers
  - Send flyers to all large commercial real estate firms in the state (hard copy & email)
  - Network and market the property through the local commercial organizations and groups you have joined




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- Attend every commercial real estate event, trade show, & convention
- Use social media and your website 
- Notify local Chamber & EDC
- Place a sign on the property 

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► **Target Marketing**

- Find similar sales and compile a list of buyers & contact them
- Find out the listing and selling agents of similar property and contact them
- Find out the 10 biggest developers of similar property and contact them
- Market the property for other potential uses than the obvious one

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## The Marketing Package



**405 SOUTH STREET - INDUSTRIAL PROPERTY**  
**4.36 AC & 17,280 SF BLDG FOR \$775,000**

Raw industrial property available for sale within the City of Knoxville. Current zoning is M1. Use such as building trade services/light distribution, heavy industrial, heavy manufacturing, sale of manufactured products and more allowed. Includes 17,280 SF metal building, which is being restored and renovated and where electric utilities are being brought up to code. Site is large enough for additional buildings, parking, stormwater. Lots of growth in the area of Knoxville as it near I-75, Wal-Mart, Lowe's, and Home Depot. Traffic count on SR 405 is 18,000.

Presented by Linda Olson, REALTOR  
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 321-848-4835

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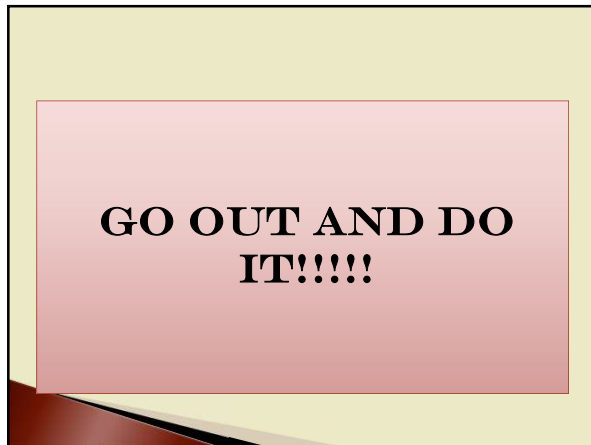
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