

## Qualified Commercial Realtors

Marketing commercial real estate is a job for full time, qualified professionals.

From a leasing perspective, net income is a major driver of real estate value. Locating the right tenant quickly and effectively creates value.

From a selling perspective, finding the right buyer quickly and having the knowledge and experience to negotiate the highest sales prices can often mean hundreds of thousands of dollars in extra profit.

Qualified commercial realtors are defined as those who:

- Specialize only in commercial real estate
- Specialize by product type, i.e. office, retail, industrial, multi-family, land
- Specialize by geographic area, generally specific submarkets

Qualified commercial realtors create value because we:

1. Have years of experience and competitively position the property. We locate tenants/buyers and close deals quickly, generating bigger profits.
2. Generally outpace the market by employing proactive marketing techniques.
3. Have the resources to market the property effectively, getting the word out to the greatest amount of prospects.
4. Are active in the market and know what the competition is offering. We know various property's strengths and weaknesses.
5. Have more credibility than an owner. We can point out building attributes compared openly to competition with out sounding as biased.
6. Can chase a deal without appearing desperate. Many times prospective tenants tell us things that they would not divulge to the owner.
7. Have the time to commit to appropriately service the transaction to market properties quickly.
8. Have established relationships with tenants and brokers.