



# **Mastering the Market** **Your Guide to** **Selling Commercial** **Property Faster** **and For More Money**

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# Table of Contents

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## Introduction

**Chapter 1.** Setting Your Selling Goals and Understanding the Market

**Chapter 2.** Valuing Your Property and Identifying Potential Buyers

**Chapter 3.** Preparing Your Property for Sale

**Chapter 4.** Marketing Your Property Effectively

**Chapter 5.** Managing Offers and Negotiations

**Chapter 6.** Closing the Sale

## Conclusion

# Introduction

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Meet Gary and Denise Loveless, partners both in life and business. With Gary in his mid-70s, they stood at a significant turning point. Having dedicated over three decades to their family business, their shared vision of a serene retirement faced a challenge: the sale of a commercial property, a crucial step that remained out of reach for three years.

This journey wasn't just a battle with market fluctuations; it was a deeper struggle against time, with their aspirations hanging in the balance.

The property was more than an asset – it was a vessel of cherished memories, from hunting adventures to laughter-filled retreats for their grandchildren, embodying Gary's legacy and hopes for the future. Yet, as the property remained unsold, their dreams of joyous family gatherings and serene moments in nature seemed to drift away.

In this guide, I detail the transformative path I navigated with Gary and Denise, turning their situation around in just six months. This wasn't merely a financial triumph; it was a rekindling of their dreams, showcasing the power of resilience and strategic action.

Now, let me guide you through the same strategic steps tailored for business owners like you – whether you're aiming to retire, reinvest, or simply move on.

This comprehensive roadmap is designed to not only navigate the commercial property market but also to future-proof your business against uncertainties, offering stability and clarity in tumultuous times.

This is your journey to unlocking the full potential of your commercial property, ensuring a legacy that withstands the test of time.



# Chapter 1. Setting Your Selling Goals and Understanding the Market

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## Understanding Time and Money Needs

The initial step in selling a commercial property involves recognizing the seller's time and money needs. A precise understanding is crucial to avoid setting expectations too low or too high, enabling the formation of a feasible selling strategy.

## Setting Realistic Expectations for Success

Sellers must acquaint themselves with the current market to set realistic time and money expectations. Knowing the competition is essential. The presence of similar or superior properties on the market can significantly impact the selling prospects of the subject property.

It's not just about the number of comparable sales; if the property isn't priced competitively or doesn't offer comparable value, it risks being overlooked by potential buyers.

A comprehensive understanding of the market and potential competition sets the stage for informed decision-making regarding property value.

This involves assessing both comparable sales to align with what a buyer's appraisal might indicate, crucial for justifying the investment value, to banks. It also requires understanding market competition, as similar listings priced more aggressively can be more attractive to buyers.

## **Buyer Pool Considerations**

Recognizing the buyer pool's size and nature, which is notably smaller in commercial than in residential real estate, is part of the nuances of selling. Identifying potential buyers – whether business owners seeking assets or investors looking at price and potential income – shapes the selling approach and pricing strategy.

## **Price Strategy Based on Timeline**

The timeline for selling directly influences the pricing strategy:

- Aggressive Price Strategy for a quick sale within less than 3 months.
- Ideal Price Strategy for those with a 6-12 month window.
- Right Buyer Strategy for sellers with the luxury of time beyond 12 months.

Market conditions and the property's appeal to business owners versus investors are critical factors in determining the appropriate strategy.

**Actionable Tip #1:** Before listing your property, spend time researching similar properties in your area. Look at their listing price, how long they've been on the market, and any unique features they offer. This will help you set a competitive price and realistic expectations for how quickly your property might sell. Consider consulting with a real estate expert to get an in-depth analysis tailored to your property's specifics.

# Chapter 2: Valuing Your Property and Identifying Potential Buyers

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This chapter guides you through two pivotal steps in the process of selling your commercial property: accurately valuing your property and identifying potential buyers. These steps are critical in developing an effective sales strategy that aligns with your financial goals and the current market landscape.

## Valuing Your Property

The valuation process begins with a Comparative Market Analysis (CMA), which compares your property with similar ones recently sold and currently listed in the area. This analysis is essential for setting a price that reflects the current market conditions and your property's unique features. Consideration of the following factors is crucial:

- **Market Conditions:** Understanding the broader market trends and how they affect property values in your area.
- **Property's Unique Features:** Evaluating how your property's specific characteristics stack up against the competition.

- **Timeframe Strategies:** Aligning your pricing strategy with your selling timeline, whether you're looking for a quick sale (Aggressive Price Strategy) or can afford to wait for the right buyer (Ideal or Right Buyer Strategy).

## Identifying Potential Buyers

Knowing your potential buyer pool is vital for tailoring your sales approach. In commercial real estate, the buyer pool is more defined than in residential markets.

Identifying potential buyers involves:

- **Understanding Buyer Types:** Differentiating between owner-occupants, who may value the property differently than investors looking for income-generating assets.
- **Tailoring Sales Strategy:** Adjusting your strategy to appeal to the most likely buyer type, considering factors like property use, location, and potential income.

**Actionable Tip #2:** Before listing your property, conduct a thorough market analysis to understand the types of buyers interested in properties like yours. Use this information to highlight aspects of your property that align with their needs, such as location benefits for business owners or investment potential for real estate investors.

Additionally, engaging with a commercial real estate professional who has a deep understanding of the buyer landscape can provide you with insights and strategies tailored to attract the right buyers.



# Chapter 3: Preparing Your Property for Sale

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Before listing your property, it's crucial to assess its condition and decide on any necessary updates or repairs. This process is highly context-dependent, and seeking advice from a commercial real estate expert is advisable over a residential agent, due to the distinct differences in legal, cultural, and pricing strategies between these markets.

## Understanding the Financial and Maintenance Aspects

- **Financial Capacity and Maintenance Needs:** Evaluate your financial capability to address any deferred maintenance issues, like roof leaks or broken windows. If funds are limited, prioritize essential repairs that can't be ignored.
- **Opportunities for Deferred Properties:** Properties needing updates can attract investors interested in renovating for lease or resale, communicating the right investment strategy could potentially increase your property's marketability.



## Deciding on Updates and Repairs

- **Assessing Property Type and Financial Ability:** Consider the type of property you're selling and your financial ability to make changes. This assessment will guide whether the updates will add value or speed up the sale process.
- **Insurance Verification:** Ensure your property is correctly insured, especially if it's currently vacant but insured as occupied. Insurance coverage should align with the property's status to avoid potential issues.

## Structural and Roof Considerations

- **Structural Integrity:** Confirm the building's structure is sound. Compromised structural integrity requires immediate attention, often alongside roof repairs.
- **Roof Types and Conditions:** Understand the various roof types suitable for commercial properties, such as TPO or Spray Foam roofing, and ensure the roof is in "Normal Working Condition."

## Addressing Other Key Components

- **Environmental Conditions:** Be aware of potential environmental hazards, especially if the property's previous uses include industries known for their environmental impact. Addressing these issues can reduce long-term financial and legal liabilities.
- **Electrical, Plumbing, HVAC, and More:** Evaluate the condition of the property's essential systems and decide on necessary updates. Minor updates for normal working conditions are usually advisable, whereas extensive overhauls may not be cost-effective.

- **Curb Appeal:** Consider the appeal to your property from the street. Small updates and changes can make a big difference. Low maintenance gardens, repairing tough locks on the front door, etc.. Cheap, Strategic but High Value.

## Cleaning and Decluttering

- **The Impact of Cleanliness:** A clean, decluttered property shows better and can significantly impact a buyer's perception. Decide based on the property's current state whether a thorough clean-up is beneficial.



**Practical Actionable Tip #3:** Before listing your property, conduct a walk-through with a professional commercial real estate agent. They can provide valuable insights into which repairs or updates are essential and which might not significantly affect your selling price or speed.

This step can help you prioritize your efforts and investments effectively, ensuring your property is presented in its best light.

# Chapter 4: Marketing Your Property Effectively

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After finalizing the preparations for your property, the focus shifts towards showcasing it in the best possible light. This involves several key steps:

## Hiring a Professional Photographer

A crucial step is to engage a professional who specializes in real estate photography. Their expertise in capturing the essence of your property and highlighting its best features through both interior and exterior shots can significantly impact your marketing efforts. Ensure the property is well-prepared for the photoshoot to maximize their time and skills.

## Creating Comprehensive Visual Content

Beyond standard photographs, consider using drone photography to illustrate property boundaries and the surrounding area, providing potential buyers with a comprehensive view. This visual context is invaluable in helping them understand what your property offers.

## Providing Detailed Property Information

Answering potential buyers' questions before they visit can streamline the process. A well-crafted floor plan and detailed property specifics, including zoning, improvements, land area, easements, and the condition of major elements (roof, electrical, HVAC), are essential. This detailed information aids buyers in assessing the property's suitability for their needs.

## Utilizing ALTA Surveys

To accurately define your property's legal boundaries and identify any easements or utility locations, an ALTA survey is recommended. Even if you have an outdated survey, it can often be updated quickly and at a reduced cost, adding significant value to your marketing package.

## Showcasing Your Property

Once you have professional photos, a floor plan, and all necessary property details, compile them into a comprehensive marketing package. This package should then be promoted on commercial property databases to reach the most qualified buyers.

While listing with a broker provides the broadest exposure, options for self-listing or paid database access are also available, though with varying levels of visibility

**Actionable Tip #4:** Before listing your property, ensure every detail that could influence a buyer's decision is meticulously documented and presented. From professional photos to a complete ALTA survey, these elements collectively enhance your property's appeal and marketability.



# Chapter 5: Managing Offers and Negotiations

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After your marketing efforts have attracted interest, you'll find yourself at a crucial phase: managing offers and navigating negotiations. This stage requires diligence, transparency, and strategic thinking.

## Responding to Inquiries

As inquiries start coming in, being proactive and responsive is key. This responsiveness is particularly challenging for those selling their property independently.

The temptation might be strong to accept early offers, especially from low-ball buyers looking to exploit your eagerness to sell. Understanding your property's value and having patience for the right offer is essential.

## Skillful Showings

Showcasing your property effectively can make a significant difference. It's about highlighting its potential and helping prospective buyers visualize the property's value, sometimes despite any present imperfections. This approach can not only speed up the sale but potentially increase the property's selling price.

## Handling Offers

The negotiation process begins in earnest once you receive an offer. It's crucial to focus on written offers to ensure clarity and legality. Verbal agreements, while tempting, can lead to misunderstandings and potentially significant financial losses. Every offer should be considered carefully, with an aim toward reaching mutually agreeable terms.

## Legal Considerations

It's important to be aware of the legal implications of any agreement. In some jurisdictions, such as Oklahoma, a contract becomes immediately binding upon the seller, with significant leverage shifting to the buyer once the inspection period concludes.

Understanding these legal nuances is crucial for navigating this phase successfully.

**Actionable Tip #5:** Always consult with a real estate professional or legal advisor when managing offers and negotiations.

Their expertise can provide you with a clearer understanding of your rights and responsibilities, helping to avoid common pitfalls and ensure that you're making informed decisions.

Additionally, preparing a negotiation strategy beforehand, including your minimum acceptable offer and terms, can help streamline this process.

# Chapter 6: Closing the Sale

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Closing the sale of your property is a complex process that involves numerous considerations to ensure a smooth and successful transaction. This chapter will guide you through the essential steps and what to expect as you finalize the sale.

## Key Considerations for Offers

When you receive an offer, it's important to review and negotiate several critical elements:

- The inspection period and its duration
- Who is responsible for closing costs
- The closing date and realistic timelines for closure
- The amount of earnest money, ensuring it has been paid
- Understanding the title commitment and its acquisition timeline
- Details about the financing of the purchase, including timelines and potential obstacles

## Unexpected Liens and Title Insurance

A significant hurdle that can derail a sale at the last moment is the discovery of unexpected liens. Whether these liens are legitimate or not, they can complicate the closing process.

Title insurance plays a crucial role here, offering protection against such issues. Traditional and non-traditional financing options often require a clean title policy, free from unnecessary exceptions, to proceed with funding.

## Navigating Challenges with Professional Help

Encountering problems during the sale is not uncommon, ranging from illegitimate liens to incorrect legal descriptions and a number of other legal obstacles.

A skilled real estate agent or broker can be invaluable in these situations, offering guidance, reassurance, and solutions based on their experience and creativity. Their role is to navigate these challenges, minimizing stress and maximizing the sale's success.

### The Role of a Real Estate Agent

A competent agent does more than facilitate transactions; they provide guidance and support throughout the selling process. From setting realistic expectations to managing negotiations and overcoming hurdles, the right agent focuses on aligning with your specific needs for time and money.

Their expertise in marketing, negotiation, and closing can shield you from the transaction's inherent ups and downs, ensuring a smoother journey with a higher probability of reaching the sale's completion.

**Actionable Tip #6:** Before entering the closing phase, ensure all potential liens or legal issues are addressed. Engage with a trusted real estate professional early on to review your property's title and preemptively resolve any problems. This proactive approach can significantly reduce the risk of delays or complications during closing, paving the way for a more streamlined sale process



# Imagine Selling Your Commercial Property Quickly and Easily – What If It Was Possible?

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What if you could achieve the swift, profitable sale of your commercial property without enduring the common pains and complexities of the real estate market?

As we conclude this guide, it's my goal to have equipped you with the knowledge and strategies necessary to navigate the sale of your commercial property with confidence.

However, the journey doesn't have to end here.

As the Founder and CEO of Bois Commercial Real Estate, my team and I are dedicated to transforming the commercial property selling experience.

Understanding that each client has unique needs concerning time and money, we tailor our approach to meet these specific requirements. Our role extends beyond that of typical agents; we act as consultants, offering a range of options and setting clear, upfront expectations for price and timing.

Our approach is built on a foundation of transparency and client empowerment, qualities that have consistently attracted clients to our professionally designed marketing and comprehensive communication strategies.

Our track record speaks volumes: with over 200 transactions and more than \$40 million in commercial real estate representation, we've proven our ability to deliver results.

Drawing on my extensive background in sales and marketing, along with national recognition and awards, I've crafted a strategic approach that prioritizes your control over the selling process. This guide has been just a starting point, and for those looking to dive deeper and achieve tangible results, we're offering a 100% free no-obligation consultation with one of our team experts.

**By scheduling a free, no-obligation consultation with us (here)**, you'll discover how our unique process can simplify your selling journey, making it possible to achieve your desired outcome without the hassle.

With Bois Commercial Real Estate, you're not just selling a property; you're opening the door to new opportunities with the guidance and support of a trusted partner.

Let's redefine what's possible in commercial real estate together.

Click the button below now to schedule your free consultation, and let's take the first step towards turning your property sale into a success story that exceeds your expectations.

**➔ Schedule Your Free Consultation Now**