

[illegible]

Get the **411** on the Transition from



Residential to Commercial Real Estate

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This session will discuss the transition from residential or supporting industries to Commercial Real Estate (CRE). We will explore differences in business development, training, agreements, timing and negotiations.

Transition

- ▶ Commit to the change
- ▶ Plan your exit
- ▶ Execute

Business Development

- ▶ Develop prospecting database
 - y CoStar/LoopNet
 - y CREXI
 - y Reonomy
 - y ProspectNow
- ▶ Other

Develop outreach program

- ▶ Mail — Email — Text
- ▶ Remote VM
- ▶ Warm calls
- ▶ Repeat

Create opportunity network

- ▶ Attorneys (trust)
- ▶ Accountants
- ▶ Architects
- ▶ Financial planners

Economic Development Authority Offices

Residential Agents

Training

- ▶ Requires a completely different skill set focused on business requirements
- ▶ Financial analysis
 - Cap rate, ROI, NOI, NPV, IRR, cash on cash
 - Lease analysis
- ▶ Market Analysis
- ▶ Governmental requirements
 - Zoning
 - Comprehensive plan
 - Occupancy requirements
- ▶ CCIM/SIOR courses and classes
- ▶ Coaching groups
 - Massimo Group
 - Lipsey
- ▶ No CE credit
 - Very few VA, MD, DC approved courses provide any commercial value

Agreements

- ▶ Non standard agreements
- ▶ All areas of agreement are negotiable
- ▶ Most deals require attorney involvement
- ▶ Source of documents
- ▶ Listing timing
- ▶ Agreement negotiation
- ▶ Feasibility/Study period
- ▶ Closing

Negotiations

- ▶ Emotion versus Financial
- ▶ Timing

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