

## **Representing Owner, Selling Commercial Real Estate Sequence**

- A. Tour the property
- B. Determine what the seller is trying to accomplish. Timetable, price, why he has called you, etc.
- C. In order to determine value by the “Income Approach,” the owner needs to provide the last (2) years of tax returns and P&L statements for the property along with current rent roll and any special circumstances.
- D. To fully understand value, a CMA should also be prepared. Search CoStar, LoopNet, CREXI, CTC List (GHAR), SmartMLS, CONN-COMP, and town records for sold, active, under deposit, and expired data.
- E. Pull the field and the tax data cards for additional information, including how the town has valued the property.
- F. Prepare a Success Marketing Plan for the Owner.
- G. Sign an Exclusive Representation Agreement.