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**7.2.2024 – Negotiating / Deal Making from the Buyers
Perspective, Part 2**

Coach Jeff Wright

Welcome

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Does anyone have anything great to share personally or professionally?



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Podcast

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- **Last Week: Deal Making Strategies Are Crucial Whether You Represent a Seller or Buyer of Commercial Real Estate**



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Greatness is Within



You Can Do This

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Top Producer Traits

- Confidence
- Mindset
- Communication Skills
 - ✓ Strong Listener
 - ✓ Ask Questions for Clarity
- Understanding the Transactional Process
- Market Interpreter
- Responsiveness
- Professional
- Trustworthy
- Likeable

Deal Making with a Buyer

- Initial Conversation : Clients Needs and Wants
- Representation Agreement
- Search
- Ask Questions
- LOI
- Negotiation
- Contract
- Renegotiation
- Final Negotiation
- Close

Deal Making with a Buyer

1. Understand your client's motivations, priorities, and bottom line.
2. Conduct thorough research on the market and comparable properties.
3. Establish clear communication channels with the other party and all stakeholders involved.
4. Negotiate based on objective criteria and market data rather than emotions.
5. Create leverage by highlighting your client's strengths and the property's unique selling points.
6. Use creative financing options to make the deal more attractive.
7. Anticipate potential roadblocks and have contingency plans in place.

Deal Making with a Buyer

8. Build rapport with the other party to facilitate communication and cooperation.
9. Seek win-win solutions that benefit both parties and foster long-term relationships.
10. Be flexible and willing to explore alternative deal structures to meet the needs of both parties.
11. Be patient and persistent throughout the negotiation process.
12. Leverage local market knowledge and expertise to add value to the transaction.
13. Involve experienced legal and financial professionals to ensure a smooth and legally compliant transaction.
14. Stay informed about industry trends, regulations, and market conditions that may impact the deal.
15. Follow up promptly on any issues or requests to keep the transaction moving forward efficiently.

Deal Making with a Buyer

1. Why should the buyer purchase the property?
2. Can the value of the property be easily increased?

Deal Making with a Buyer

3. Negotiating options - Goal is a Win-Win:

A. Accept what is being offered

B. Pay less than what is being offered

C. Pay more than what is being offered

Deal Making with a Buyer

4. Things to Consider When Negotiating:

- A. What is the seller's motivation?
- B. Negotiate from a Position of Strength.
- C. Be Flexible on Deal Structure.
- D. Consider Joint Ventures or Partnerships.
- E. Seek Value, Not Just Price.

Deal Making with a Buyer

5. Ways to Increase Property Value:

A. Improve Curb Appeal

B. Upgrade Interior Finishes

C. Add Amenities

D. Optimize Rental Rates

E. Renew Leases with Existing Tenants

Deal Making with a Buyer

5. Ways to Increase Property Value (cont.):

F. Expand Usable Space

G. Implement Technology

H. Improve Parking Facilities

I. Enhance Signage and Visibility

J. Improve Property Management

Deal Making with a Buyer

6. Can the property be used for a different purpose that could generate higher returns and be of greater value?

Deal Making with a Buyer

7. Ways to Add Value for the Seller:

- A. Sale/ Leaseback at below market rates for long term
- B. Sale/Leaseback at below or market rate short term
- C. Owner financing at a rate that makes the deal more attractive for the seller
- D. If leasing back, provide amenities at a discount.
- E. Barter services

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Next Session

Negotiating / Deal Making from a Landlord Perspective, Part 3

Tuesday, July 9, 2024 **HRC**
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