



Prospect Presentation

A Sales Agent Checklist – <https://commercial-realestate-training.com>

Commercial Sales - A Prospect Presentation Focus





1 Property detail

1.1 Improvements

1.1.1 Permitted use

1.1.2 Development approvals

1.2 Services and Amenities

1.3 Location

1.4 Enquiry today

1.4.1 Buyers

1.4.2 Tenants

1.4.3 Investors

1.4.4 Developers

1.5 Competition

1.5.1 Agents

1.5.2 Property

1.5.3 Unsold

1.5.4 Vacancies

1.6 Legal Ownership

1.6.1 Plans

1.6.2 Title

1.7 Income and expenditure

1.7.1 Budgets

1.7.2 Actuals

1.8 Lease documentation

1.8.1 Tenant mix

1.8.2 Leases

1.8.3 Licences

2 Challenges or concerns

2.1 Regional

2.2 Structural

2.3 Building issues

2.4 Environmental

2.5 Neighboring properties

2.6 Precinct factors

2.7 Supply and Demand

2.8 Presentation of property

2.9 Demographic changes

2.10 Business changes

2.11 Economy shifts

2.12 Leases

2.13 Tenants

3 Market trends

3.1 Evidence

3.1.1 Local prices

3.2 Time on market

3.3 Comparable Properties

3.4 History

3.5 Current enquiry

3.6 Best methods of sale

3.7 Best methods of marketing

4 Pricing structures

4.1 Fall back Position

4.2 Primary Position

4.3 Comparable Properties

4.4 Price range

5 Methods of sale

5.1 Evidence

5.2 Best Method

5.2.1 Price

5.2.2 Auction

5.2.3 Tender

5.2.4 Expressions of Interest

5.3 PERT or GANTT Chart

5.3.1 For strategies and campaign

5.4 Recommendations

5.4.1 Timing

5.4.2 Best methods of sale

5.4.3 Promotional strategy

5.4.4 Marketing budget

5.5 Timing

5.6 Campaign Strategy

5.7 Target market

6 Strategy

6.1 PERT or GANTT Chart

6.1.1 Show stages

6.2 Best methods

6.2.1 Sale

6.3 Marketing Solutions

6.3.1 Online

6.3.2 Offline

6.3.3 Direct

6.4 Targeted buyers

6.4.1 Short list

6.4.2 VIPs

6.4.3 Database

6.5 Media choices

6.5.1 Comparisons

6.5.2 Campaigns

7 Marketing

7.1  Best Approach

7.2 Primary Marketing Period

7.3 Secondary Marketing Period

7.4 Target market

7.4.1 Enquiry

7.4.2 Rent ranges

7.4.3 Price ranges

7.5 Innovation

7.5.1 Negotiation

7.5.2 Inspection

7.5.3 Marketing

7.5.4 Documentation

7.5.5 Local area marketing

7.5.6 Targeted tenants

7.5.7 Timeline

7.5.8 Database

7.6 Campaign Alternatives (A, B, C)

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