



Listing Presentation Checklist for Agents

Commercial, Industrial, and Retail Property

Property Presentation Checklist for Commercial Real Estate Agents

1. Property Analysis:

- Location Analysis:
 - Accessibility to transportation networks
 - Proximity to amenities and facilities
 - Surrounding demographics and businesses
- Physical Condition Assessment:
 - Building age and condition
 - Structural integrity
 - Compliance with building codes and regulations
- Market Trends:
 - Recent sales and leasing activity in the area
 - Vacancy rates and absorption trends
 - Rental and sale price trends

2. Financial Analysis:

- Property Valuation:
 - Comparable sales analysis
 - Income approach (if applicable)
 - Cost approach (if applicable)
- Cash Flow Projections:
 - Rental income forecast
 - Operating expenses estimation
 - Net operating income (NOI) calculation
- Return on Investment (ROI) Analysis:
 - Cap rate analysis
 - Internal Rate of Return (IRR) calculation

3. Competitive Analysis:

- Competitive Properties:

- Comparable listings in the market
- Features and amenities comparison
- Pricing and terms analysis
- Unique Selling Proposition (USP):
 - Identifying the property's unique advantages
 - Highlighting differentiation strategies
 - Target market positioning

4. Marketing Strategy:

- Best Method of Sale
- Target Audience Identification:
 - Potential buyers or tenants profiles
 - Industry-specific targeting
 - Geographic focus
- Marketing Channels:
 - Online platforms (websites, listing portals)
 - Social media channels
 - Direct mail campaigns
 - Networking events and industry associations
- Collateral Materials:
 - Brochures and flyers
 - Virtual tours or 3D renderings
 - Property-specific websites

5. Legal and Regulatory Considerations:

- Zoning and Land Use Regulations:
 - Permitted uses and restrictions
 - Potential redevelopment opportunities
- Disclosures and Documentation:
 - Property condition disclosures
 - Environmental reports
 - Lease agreements and terms

6. Negotiation Strategy:

- Pricing Strategy:
 - Setting an optimal listing price
 - Negotiation flexibility
 - Terms and Conditions:
 - Lease or purchase terms negotiation
 - Contingencies and deadlines
 - Conflict Resolution:
 - Handling objections and concerns
 - Mediation and arbitration options
7. Client Communication and Relationship Management:
- Regular Updates and Reports:
 - Market activity updates
 - Showing feedback analysis
 - Transparent Communication:
 - Open dialogue about challenges and opportunities
 - Managing expectations effectively
 - Post-Sale Support:
 - Assistance with transition and handover
 - Continued support for future real estate needs



IMPORTANT INFORMATION

This information is prepared as general training for commercial real estate practitioners worldwide. No part of this material may be regarded or relied upon as legal or specific advice for individual situations. Although all care has been taken in the preparation of this material, recipients must not alter their position or refrain from doing so in reliance upon this material and are urged to seek independent legal advice concerning the matters traversed in this material and are urged to undertake further studies into legislation and practices that apply in their location.

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