

Thinking about breaking into
commercial real estate?


HOW TO GET INTO & EXCEL
IN THE COMPETITIVE WORLD OF
COMMERCIAL REAL ESTATE

***“BUILDING YOUR WEALTH THROUGH
PROVEN COMMERCIAL BROKERAGE
STRATEGIES”***



Questions we hope to answer:

- What is commercial real estate?
- How much money can I make?
- Market outlook
- How to get started?
- What if I do not have any experience in Commercial Real Estate?
- Typical day

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- **How long will it take to make money?**
 - **What are the risks?**
 - **What tools do I need?**
 - **Am I ready?**
 - **How to find the right company to work with?**
 - **How to leverage your existing client base to turbo charge your success?**



INTRODUCTION

Curtis Gabhart

- Principal ACI COMMERCIAL
- President Commercial Realtors Association
- Commercial Policy Advisory Board – University of San Diego Burnham-Moores Center for Real Estate
- Board of Directors San Diego CCIM Chapter
- Commercial Broker for San Diego Flip This House



HOW I GOT STARTED?



What is commercial real estate?

The different types of Commercial Real Estate:

- **Office** – Where People Work
- **Retail** – Where People Buy
- **Industrial** – Where People Make Things
- **Multi-Family** – Where People Live



How much money can I make?

- **A lot!!!!!!!**
- **Average sales price is \$ 1,902,875.22**
- **Largest commission \$ 277,500**
- **Average commission in '08 \$ 38,844.90**



MARKET OUTLOOK

- Vacancies
 - Rents
- Interest Rates
- Capital Environment
 - Job Market
- Property Values



Is Commercial Real Estate Right for me?

- Start-Up Capital
- Do you have telephobia?
- Commitment: Willing to put in 3-5 years of hard work to set you up for the next 20
- Willing to learn and listen?



Typical Day

- **4-6 hours of prospecting**
- **1-2 hours of transaction management**
- **1-2 hours of appointments and meetings**
- **1 hour of lead follow up**



How do I get started?

- **Learn the basics.**
- **Leverage your existing client base.**
 - Use your center of influence.
 - People with equity
 - Start 2-4 units (reo)
- **Decide where you want to work. Weigh the pros and cons of each.**



**What if I do not have any experience
in Commercial Real Estate?**

LEARN!!!



What are the risks?

Quit before you succeed.



**How long will it take to
make money?**



Typical Sales Cycle

- **Starts with a phone call**
- **Meet and Greet**
- **Gather Information from Owner/Needs Analysis**
- **Proposal**
- **Listing Package**
- **Marketing Period**
- **Close the Deal**



Phone Call



Meet & Interview



Proposal



List



Sell




Close



How to find the right company to work with?

- **Product Specialization**
- **Type of support offered**
- **How long until you can start prospecting**
- **Type of training provided and who provides it**
- **What has their track record been with new agents**

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- **Company name recognition and credibility**
 - **Market knowledge**
 - **Market share**
 - **Access to Research Information & Ownership Database**
 - **Start up capital**