

# WHY BUYERS NEED A BROKER

Buyers often wonder *why* they need a broker.

Since price is not always the determining factor in a successful contract, we help our clients develop informed and compelling offers so that they ultimately out-perform other investors in the market.

NAI Southcoast created our proprietary buyer representation system called **STAN**. Investors need to be fully informed when buying commercial real estate. We understand this and use our decades of experience, negotiating hundreds of purchase agreements, to guide you through the process.

## *The 4-Step **STAN** Program*

### **SEARCH**

We conduct the search using CREXi and LoopNet and have access to properties not available for you to see on your own.

### **TOUR**

We arrange and conduct the tour of the properties that best suit your objectives.

### **ANALYZE**

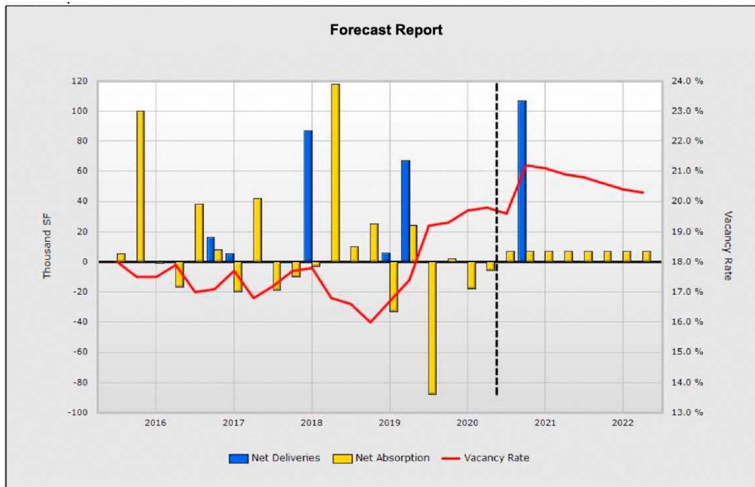
We analyze the variables and provide you with detailed analytical models to determine the best deal.

### **NEGOTIATE**

We negotiate with the sellers on your behalf. We speak their language and know how to win for *you*.

There is more to a cap rate than broad market sales comps. A buyer must evaluate three key factors when deriving an asset's value. These three components are physical condition, tenant credit, and current rents/lease terms as they relate to the market. Will the property need capital investment after acquisition? Are the tenants local "mom & pop" or national credit tenants? And, are the average rents in the property at, above, or below market level? Is there an opportunity for "forced appreciation?"

When crafting the purchase and sale agreement, often times it is the terms that win the deal more than the price. Especially in our current economic environment, sellers want to be certain the deal will close. An expedited feasibility period and large deposit at risk may be more meaningful to a seller than the last few dollars on the sales price. This transaction velocity is only possible with complete, and accurate, information.



Because we are in the market every day and have access to data, that you don't have, to make the most informed decisions. Our market reports will show you current trends, vacancy rates, rental rates, sales comps, and absorption statistics. This enables us to give you the best advice available and the ammunition you need to negotiate from a point of advantage when dealing with sellers. We start the process with a client interview to determine your short term and long term objectives for the type of commercial property you want to acquire. We use CREXi and LoopNet to search for the ideal properties that match your criteria. Then, we arrange and manage a tour, or tours, of the various

properties and assist you every step of the way through due diligence.

There are brokers who simply put you in a car and drive around the market to look at properties. Once you pick the one you like, they negotiate the contract with the seller and that's that. How do you know if you really experience the best results? You may never know what might have been possible.

Typically sellers pay our fee, but in certain cases our clients will ask us to find off market properties and will agree to pay our fee as part of the transaction. This may seem like an unnecessary expense, but if you do it yourself, the price you pay may end up costing you more than a real estate commission. When you buy commercial property, be advised.

Nobody wants to feel like they overpaid for a property. You don't have to "wing it" or make uninformed offers. You need an experienced broker as your guide, but not just any broker. You need NAI Southcoast.

***You need **NAI Southcoast** on your team!***

***Contact us today to discuss how NAI Southcoast can help best assist you when buying a commercial property.***