

Unparalleled Benefits to Using an Exclusive Buyer's Representative



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Net Leased Investment Real Estate is continuing to gain traction as an asset class that can compete with the major indices such as cash, stocks, bonds, and commodities. Since the commercial real estate investment market is so fragmented from state to state, locating a desirable investment property can be a very arduous task.

Internet sites such as loopnet.com have become very popular based on the demand for a single source for investment real estate. Although loopnet does a very good job of providing the format for listing and searching available commercial properties in the market, many buyers have found that the best properties are usually sold before they hit the mass market Internet sites.

Other complexities of purchasing real estate such as negotiating tactics, market intelligence, due diligence, dealing with third party service providers, and industry relationships can leave all but the most skilled and experienced buyer grasping for some help.

A very common misconception is that in bypassing a commercial broker the seller will automatically pass along the savings to the buyer—not the case. Sellers are very aware when a buyer does not have

professional representation and they are less willing to negotiate on price since they know that the buyer will eventually capitulate on price if they are serious about the acquisition.

As an expert in representing buyers searching for net leased retail investment property, a buyer's advocate must possess the following skills to ensure the highest level of service and professionalism:

Market Intelligence

Active brokers are aware of all properties in our area of specialty that are going to market through the brokerage community and we forward those for review based on your specific purchase requirements. We have long term relationships with private and public organizations that provide us with advanced knowledge of many off-market properties.

Guidance

Your buyer's representative will perform comprehensive due diligence including referring third party professionals to help with services such as: commercial lenders, 1031 exchange accommodators, appraisals, environmental reports, surveys, cost segregation, etc. In addition, we help evaluate leases and provide financial analysis, demographic reports and national trends regarding capitalization rates.

Negotiation

We provide confidence for you in negotiating purchase and sale prices including the review and closing periods. By utilizing a single point of contact you will be working with the most experienced, competent, cohesive group of commercial real estate brokers in the industry. This will provide the opportunity to review more on-market and off-market properties leading to a more informed purchase decision. By focusing on a single discipline, your CBRE buyer's representative will have superior knowledge of the properties that you are reviewing and can articulate the upside and downside risks.

Industry Relationships

We cooperate with all of the brokerage firms and have built relationships with them over time. As a result, we often receive property listings before they are listed on a national basis. These relationships provide a greater level of communication regarding the owner's bottom line for a final purchase price.

Buyer's Advocate

There are many brokers in the country that represent sellers and their single purpose is to get the highest price for the property in the shortest amount of time. Working with a buyer's broker will ensure that you have someone looking out for your best interest. The best part is that the seller pays the buyer's advocates fee and that cost has already been calculated into the cost of selling the property.

Creating your own competition

Most buyers do not realize that calling multiple brokers all over the country to search for investment property creates a false sense of demand that is passed onto the sellers. Because of this false sense of demand the sellers are less likely to negotiate since they received calls from four to five brokers requesting information on their property. What the seller or seller's broker does not realize is that a single buyer has created all of the interest for that property driving the price higher and higher in the seller's mind.

Please contact me to request the outline that details CBRE's exclusive six-step process for locating and purchasing the most desirable net leased investment property in the nation.

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