



Course Curriculum

Asset Realty Advisors has retained the premier commercial real estate training firm in the industry. The National Association of Realtors utilizes their training extensively. This is a DVD based course which is divided into 2 phases with the first containing 15 lessons and the second containing 13 lessons. Each lesson covers knowledge and at least one skill from each of 3 areas critical to success in commercial real estate: sales skills, industry specific knowledge, and personal power skills. While they can be taken out of context, each lesson builds on the previous one. Each lesson gives practical hands-on assignments that are designed to get the participants applying what they learn and producing right away.

How to Fast Track Your Expertise in Commercial Real Estate

Let's begin by understanding what a true expertise is. It is expert knowledge and skill in a particular field. This is great news because, unlike natural talents, both knowledge and skills can be learned quickly. Fast tracking these can be accomplished by accelerating the learning using a full emersion, boot camp approach. What this really means is that literally anyone can make it in commercial real estate if they are willing to do the work necessary and have the right approach.

The right approach being that you must learn before you can earn, and sadly the industry often sends the wrong message, telling new agent to jump in and learn by osmosis. Of course this can never work because the clients we seek as high lifetime value accounts possess a higher degree of real estate skill and knowledge and there is no value to them in working with someone who lacks the industry specific expertise.

To succeed in commercial real estate you must have "value proposition" for prospective clients. That means that there are readily identifiable values to using your services. You must be able to conduct a comprehensive needs analysis, present a path to achieving their real estate goals in order to subscribe them to your services agreement. To accomplish this you must know the right questions to ask and have a clear set of steps for the clients to follow. You cannot compete based upon credentials because there are too many other brokers in your market with better credentials.

Developing your Expertise

There are seven key areas that must be mastered very quickly in order to begin to function in this business. These are the steep part of the learning curve that must be mastered very quickly. And there is a vast difference between being familiar with something and having mastered it, mastery comes from repetition. You are paid for your mastery of these essential areas.



The first key to high-level success is that we must learn the language of our business. We must know what all the special terminology means with respect to all the various property types and its underlying land. Every business has a language of its own and we must master ours. This is the key to clear communications with clients. They expect that you know basics of the business.

We must know all the right questions to ask in order to be perceived as being qualified to help our clients reach their real estate goals. We must master the art of conducting a comprehensive needs analysis in order to be perceived as an expert. Our clients evaluate our capacity to help them based upon the quality of the questions that we ask; not how well we make pitches presentations and proposals. And we must also know all the right questions to ask of the people who support our transactions this includes architects, contractors, lenders, escrow coordinators, appraisers, inspectors and many more.

The third key area we must master is transaction anatomy. We must understand the big picture for every type of transaction. Without this, we cannot lay out a clear path for the client to show them how we are going to help them reach their transactional goals. This is essential to winning real estate assignments for both sales and leasing. And we must have the ability to state the steps clearly and provide accurate timelines to accomplish each and every step.

The fourth the area is that we must have mastered financial analysis; including the ability value property and to get it financed. We need to be much more than familiar with the numbers and to know how all this works in our specific market service area. This includes local market knowledge of property values, comparable market data, cap rates, typical down payments and financing scenarios.

The fifth key to success is mastering owner representation, buyer representation and tenant representation. This means we understand all the steps in each process and the anatomy of transactions. We must know how to verify key information about property and the numbers. Then we must develop a systematic approach to each to harvest the high lifetime value of our accounts. It is not enough to merely get through the deal.

The sixth key is to know how to use the right tools to get the job done. This includes mastery of analysis software, including investment analysis and lease analysis, lease versus buy scenarios and much more. We must master the use of our contact management software, our inventory databases and our all our marketing tools.

The seventh key is to have developed a superior resource team of service providers that support our transactions. We not only must know these important people but we must know what it is that they do, how long it takes them to do it, and the approximate costs involved for all types of transactions. And all this must be specific to our market service area; and we must



know our local customs and market procedures. **Phase 1 is the fast track boot camp that teaches all this and much, much more. In as short a time as three weeks emerging brokers can gain real mastery that is specific to their market service area. This is a powerful course that is filled with action assignments that reinforce the learning and make it market specific.**

To mastery can be developed because the video format means that the course can be repeated until true mastery is obtained. This course was designed as a precursor to **Phase 2** to get the newest agents up the steep part of the learning curve as fast as possible. If you have not mastered all of these key areas you'll find this course a tremendous boost to your ability to serve your clients and harvest a high lifetime value of your accounts.

PHASE I – approximately three weeks

Introduction

- How to get the most from this course
- Personal productivity tips
- Three areas of focus for maximum growth
- The three types of businesses you own
- The path to success and much more

1. Overview of the Industry

- The property categories in the industry
- People you must get to know
- The different types of transactions
- The roles that brokers play in each transaction
- How commercial real estate agents are paid
- Tools one must have to be successful
- Strategies for success in the industry

2. Office Space

- Important questions to ask about office space
- Categories and classes of office buildings
- Core areas and common areas
- Core depth, mullions and space efficiency
- Load factors & C.A.M. charges
- HVAC systems, Electricity and communications



- Life safety requirements, Parking
- Tenant Improvements, and much more

3. Industrial Space

- Important questions to ask about industrial properties
- Industrial property types
- Clear height, clear span, and cube space
- Common construction types
- C.A.M. charges and Net Charges
- Electrical capacity, HVAC systems
- Water, floor drains, and effluent treatment
- Floor loading, Parking ratios, Life safety
- Environmental inspections and much more

4. Retail Space

- Important questions to ask about retail properties
- Categories of retail properties
- Tenant mix, Demographic surveys, Traffic counts
- In-line and end-cap stores, Percentage leases
- AM and PM sides of the street
- Tenant improvements and much more

5. Multi-family Residential Properties

- Important questions to ask about apartments
- Evaluations of location
- The development cycle
- Age and condition considerations
- Vacancy factors, Size categories
- Unit mix, amenities & features that affect tenant turnover
- Gross scheduled incomes, Expenses
- Net operating incomes, Cap Rates
- Inspections and much more



6. Land and Zoning

- Land brokerage, Land uses, Zoning laws
- Permitted, conditional and prohibited uses
- Spot zoning, Density, Easements, Variances
- Ground leases, Rights to natural resources
- Natural and legislated growth boundaries
- Re-zoning, subdivision and up-zoning
- Legal, but non-conforming uses and much more

7. Investment Analysis

- Three ways investors make money
- Leveraged appreciation, Gross rent multipliers
- Gross scheduled incomes, Net operating incomes
- Capitalization rates, Cash on cash returns
- Depreciation and much more

8. Commercial Property Valuation

- Steps for a comparative market analysis
- Establishing fair market value
- Comps - what they are and how to get them
- How to access information about properties
- How to list at the right price
- Commercial property appraisals
- Replacement costs and much more

9. Commercial Property Financing

- How lenders look at commercial property
- How to find good financing
- Debt service ratios, Reserves, LTV calculations
- The impact of financing on property valuation
- And much more



10. Owner Representation

- Eight steps to representing owners effectively
- How to understand client needs and desires
- How to gather complete property information
- Listing contract terms
- Effective marketing & collateral materials
- Systematize communication with owners
- Handling inquiries and conducting showings
- How to negotiate a deal and much more

11. Buyer Representation

- Investors & owner-occupants
- Needs analysis & Obtaining the Exclusive
- Market surveys & Property tours
- Purchasing timelines, Winning offers
- Negotiation strategies,
- Third-party resources & removing contingencies
- Transaction settlement and much more

12. Tenant Representation - Part 1

- Needs analysis
- Questionnaires for office, industrial, and retail space users
- Overview of leasing process, Timelines for leasing, Exclusive agreements & Market surveys
- Evaluation of available space
- Space planning, How to use architects
- Types of leases, Subleases and much more

13. Tenant Representation - Part 2

- Tips for making effective site tours
- Letters of intent and RFP's: What they are, major clauses and tips for writing them
- Space planning and tenant improvements
- Lease financial evaluation and economic analysis
- Understanding leases; major clauses
- Negotiating to close and much more



14. Tools to Have & People to Know

- Investment & Lease analysis software
- Contact management software
- Property information services
- Marketing tools and resources
- Categories of people you must get to know & how to develop a resource team and much more

15. Keys to Building a Successful Practice

- Recap of the entire course
- How to build personal productivity
- Keys to taking action
- How to create a reputation
- How to build a marketing plan
- Sales skills that need to be mastered
- Introduction to Phase 2 How to Run With the Big Dogs in Commercial Real Estate
- And much more

PHASE II – approximately 13 weeks

Introduction

How to model success:

- What is focus on in order to build a great career in commercial real estate.

Lesson 1:

- How to manage your emotions so that you are more consistently full of energy.
- The value of focusing in on one expertise or "Area of Responsibility"
- How to build a large number of prospects within your "Area of Responsibility"
- How to cold call effectively.



Lesson 2:

- The value of building a database of contacts.
- How to set up a leads group that provides you with inside information about what's happening in you "Area of Responsibility"
- How to set up multiple ways to contact ideal prospects.
- A great goal setting session.

Lesson 3:

- How to systematize your lead generation efforts.
- The fundamentals of a great business plan.
- The importance of tracking activity and testing new approaches.
- How to effectively use networking events to generate leads.
- How to use the internet to generate leads and support your marketing efforts.
- How to create a plan that will help you achieve a goal you've set.

Lesson 4:

- Where to find properties to list and how to set listing appointments.
- The psychology of influence and sales - why people say yes.
- Fundamentals of time management.

Lesson 5:

- How to build rapport with anyone you meet.
- How to do a great listing presentation.
- How to maintain a sense of flow in your business.

Lesson 6:

- How to control what you focus on daily.
- The art of effective questions.
- The fundamentals of tenant representation.



Lesson 7:

- How to be a great tenant representative.
- Ways to create interest.
- How to write great direct mail pieces and advertisements.

Lesson 8:

- How to eliminate beliefs that stop you from performing at your best.
- The art of probing and qualifying
- How to determine the decision making process of each of your clients.
- How to value a property or space.

Lesson 9:

- How to eliminate objections before they happen.
- How to set the stage for a great presentation.
- All about letters of intent.

Lesson 10:

- The keys to a great presentation
- How to build loyalty and commitment amongst your clients.
- How to test close.

Lesson 11:

- The steps to handling any objection effectively.
- How to understand leasing documents.
- How to increase your own level of commitment.

Lesson 12:

- How to negotiate effectively.
- How to close the sale.
- The art of getting referrals.



Lesson 13:

- How to handle property sales.
- How to handle big deals
- Ways to maintain contact with your clients.