

# How to Sell For Top Dollar



## Recommended Videos To Help You Along The Way

1. [\*\*The Best Documents List Every Broker Wants From Their Seller\*\*](#) – A dream list of documents every broker wishes they could obtain from their listing client prior to going to market.
2. [\*\*How to EASILY Prepare Your Property Before Selling for Big \\$\*\*](#) – Improve curb appeal to ensure your Broker is able to creating the best marketing package possible.
3. [\*\*5 Red Flags To Avoid When Selling Multifamily Real Estate\*\*](#) – If you and I see some of these red flags together, we know they aren't our buyer.
4. [\*\*How Multifamily Real Estate Agents Present Offers To Sellers\*\*](#) – This is how I will present offers to you so we can make an informed decision on the right buyer together.
5. [\*\*How To Hire The Right Lawyer In Multifamily Real Estate\*\*](#) – Discusses the importance of the attorney you use to close a transaction and the reflection on your reputation.
6. [\*\*In Real Estate When Does A Lower Offer Beat A Higher Offer\*\*](#) – This video encourages buyers to consider writing offers with no financing contingencies, if they are comfortable with it, in order to be more competitive. As a seller, these are more attractive offers for you to consider.
7. [\*\*A Financing Contingency In Real Estate Offers Kills Deals\*\*](#) – How buyers may structure offers to appear more attractive to you as a seller.
8. [\*\*Real Estate Negotiation Skills For Elite Investors\*\*](#) – The importance of negotiating a deal in a manner that will earn you as the seller more deals in the long term by practicing empathy and looking for a win-win.
9. [\*\*How To Build A Top Notch Seller Reputation In Multifamily\*\*](#) – Discusses the importance of how to care for the property during the marketing and contract period.
10. [\*\*Top 5 Reasons Real Estate Investors Hire Real Estate Agents\*\*](#) – Lists a few benefits of hiring me that you may not have thought of.

# Seller Preparation



## **Need Now Prior to Marketing for Sale**

- Income statements and/or tax returns for the property for trailing three years, and Trailing 12 months. Also, month to month for the last (2) full calendar years and YTD.
- Current rent roll showing unit number, rent, deposits, start/end date, tenant name, other recurring charges, pre-paid rent
- Report for rent concessions that will continue past closing
- Utility bills paid (water, sewer, trash, gas, electric), telephone (including cell phones for any company paid plans), and cable television, for the prior three (3) months.
- List of capital expenditures done over the last 5 years by year
- Copies of all Surveys, ALTA or otherwise; plats, site plans, building plans, and as-built plans.
- Copies of marketing materials to include floorplans, brochures, property logo, website info, pics
- Pressure washing, annual flower planting, roof cleaning, necessary repairs, frequent blowing of the grounds, property signage is vibrant, new mulch, clean water retention areas, office/clubhouse spotless, model spotless

## **Need Prior to Contract Execution with a New Buyer (Sooner the Better)**

- Any vendor or service contracts (lawn, pest control, laundry, termite bond, equipment leases, pool, etc.), including all contact info and any verbal arrangements and agreements for service.
- All open permits closed
- Most recent property tax bill
- Past Environmental reports, engineering reports, or physical inspection reports
- Current delinquency report and detailed A/R aging report showing delinquencies
- Copy of all current resident leases in electronic form, including Rules & Regs (if applicable), addendums, and resident application packages. Include any employees that live on property and any related concessions.
- A detailed schedule setting forth the names of all present employees, their compensation and benefits such as salary, housing, health insurance, utilities, vacation, retirement, etc.
- The existing title insurance owner's policy and lender policy, if any, together with copies of all existing exceptions, and any unrecorded agreements affecting the Property.
- A list of all threatened, pending or ongoing insurance claims, lawsuits, or outstanding judgments
- Insurance loss runs for previous 5 years or time of ownership if less than 5 years
- Personal inventory list for office, pool, model unit(s), fitness center, all common areas and shop.

# Typical Deal Timeline



DATE	EVENT
Days 1-5	Broker underwrites project and determines value
Day 6	Seller signs listing agreement
Days 7-11	Broker assembles documents for Deal Room
Days 7-15	Broker assembles marketing assault (video, professional photography, OM, and targeted prospect list).
Day 16	Seller approves marketing
Day 17	Broker goes 'LIVE' with listing
Days 18-45	Broker collects offers (3-4 weeks)
Days 39-41	Best and Final offers (3 days)
Days 42-44	Seller selects offer (see next page)
Days 45-75	30 days for due diligence
Days 75-105	30 days for closing
Day 106	Broker & Seller celebrate

# Typical Offer Presentation



The chart below is an example of the summary of the offers received that you'll be provided to aid you in making your decision.

## Main Street Apartments Offers

<u>Company</u>	<u>Principal</u>	<u>Price</u>	<u>DD</u>	<u>Closing</u>	<u>Closing Ext.</u>	<u>Deposits</u>	<u>Debt Con.</u>	<u>Broker</u>	<u>Tour</u>
ABC Trust	Adam K	\$12,000,000	45	30	none	\$100,000	yes	Beau	No
Crescent York Capital	Charlie S.	\$12,800,000	40	40	none	\$125,000	yes	Beau	No
Corporate Holdings	Alex R.	\$13,000,000	30	30	none	\$150,000	no	Beau	Yes
99 Times LLC	Brad B.	\$14,370,000	20	40	one 15 day	\$200,000	no	Beau	Yes
Dale Coleman Capital	Adriana A.	\$14,500,000	45	30	none	\$200,000	no	Beau	Yes
DF Mainstreet Holdings	Ned F.	\$15,000,000	30	30	none	\$400,000	no	Beau	No
Up Top Deals Inc	Gerald M.	\$15,000,000	20	30	none	\$350,000	no	George R.	No
Plaid Boulevard Corp	Carlos D.	\$15,700,000	30	30	1-30 for \$50K	\$500,000	yes	Beau	No
Aussie Roos LLC	Chad C.	\$15,800,000	30	30	none	\$1,000,000	No	Beau	Yes

*\*Closing means days to close after DD; Debt Con. is Financing Contingency; Tour is whether they toured the asset with me or not.*

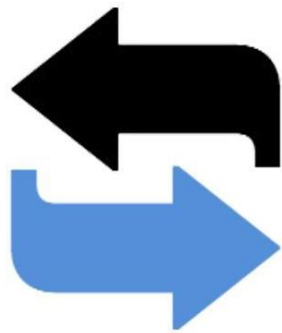
Average	\$14,241,111
Median	\$14,500,000

<u>Company</u>	<u>Notes</u>
ABC Trust	own 2 assets in nearby market, 350 units, not closed with him before
Crescent York Capital	own 3 assets but smaller ones, this would be first deal over \$5M
Corporate Holdings	submitted in email form, not an LOI, not sure he is a real player
99 Times LLC	own 16 assets, 4 in this market, 2200 units, I've done 2 deals with them, solid
Dale Coleman Capital	own 4 assets, 425 units, none in the market, is a closer, good to work with
DF Mainstreet Holdings	well known player, owns 11,000 units, 5 assets in the market, good group
Up Top Deals Inc	own 3,500 units, not in Florida yet but want badly, doing 1031
Plaid Boulevard Corp	own 2 assets, 1 in the market, don't buy much, finance cont., I'll fill you in further
Aussie Roos LLC	have bought 27 assets in last 5 years, over 4000 units, very aggressive, like a lot

# The Advantage



Most multifamily agents, especially national brands, don't co-broke with other agents so your listing receives limited exposure. This happens because there are too many hands in their pot so the listing agent keeps it to themselves. Being privately owned allows us to offer handsome co-broke fees, which in turn means your listing get more exposure.



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WAKEFIELD**

**COLDWELL BANKER  
COMMERCIAL**

**Newmark  
Knight Frank**

**Marcus & Millichap**

**KW**  
COMMERCIAL



# Marketing Methods



## Marketing Package



Our team is made up of impressive marketing talent in graphic and website design, and branding. We put together concise, eye catching offering packages with ONLY the most pertinent information on the deal so buyers can quickly understand the value and potential of the asset.

## Property Listing Websites



Our team can create a website for each property that contains high quality pictures, important attachments, links to other relative info on the property, drone footage, demographics, maps, the offering memorandum, and more. The property is listed in the top marketing websites, including LoopNet, Costar, the local MLS, and numerous other connected listing sites.

## Property Tour Videos



We create both a drone video and a "Story Line" video for your asset that tells the property's history, why the investor should buy it, the seller's motivation, and the process for buying the asset.

## Targeted Mailings



The world of real estate investments is fast paced. It's easy to miss an email of a new listing or a phone call from a broker. Your property will also be mailed directly to the main acquisitions person(s) to ensure every capable buyer is made aware of your asset.

We have contact information for every multifamily investor in the country that buys in the Florida markets we cover.

## Targeted Emails



We will mass email a teaser offering memorandum, a brief summary on the "story" of the deal, and a confidentiality agreement (CA) to our list of thousands of investors from around the globe. Once the CA is executed we will then follow up with protected financial information and additional commentary on the deal. Email blasts will be done throughout the campaign as appropriate.

## Social Media



Between our extensive reach on Facebook, LinkedIn, and YouTube, as well as the tremendous multiplicity effect of the "sharing" feature by our followers, we often reach tens of thousands of people in a very fast period of time. Our postings link interested parties directly back to the property website that has been created for the asset.