



Q&A

## COMMERCIAL REAL ESTATE TOPIC OF THE MONTH



A. Nicholas Coppola, CCIM

### HOW TO SELL OR LEASE YOUR COMMERCIAL PROPERTY

You are ready to sell or lease your commercial property. You have begun to consider brokers to represent you and you are perhaps uncertain of what type of firm would best suit your needs. Did you know that over 90% of the commercial real estate property available today is being marketed by exclusive commercial real estate brokers or by professional commercial property management firms? The field of selling and leasing commercial property is a specialized one and it is more important than ever before to hire the right broker or firm for the job of representing your property.

How should you choose from the many brokerage options available? You know what's at stake—thousands of dollars (or more) of your money. It's well worth your time to gather information from each prospective broker and review it carefully. Interview at least three firms. Ask questions, compare services. The importance of doing your homework before you hire a broker cannot be overstated! You deserve the latest and best marketing technology and the most experienced professionals on the job.

Here are some of the benefits that we at Coppola Properties provide to our clients:

1. We'll give you a week by week action plan for your property which outlines what we will be doing and when we'll be doing it. You review, you approve.
2. We'll prepare a presentation notebook consisting of a minimum of four pages and we'll present this to each prospect. This presentation will include a complete property description, color photographs (including aerials) demographics, plans, and site map.
3. We'll ensure professional telemarketing campaigns that target the prospects most likely to be interested in your property. We'll call up to 150 prospects per week, maintaining up to date databases.
4. We'll market your property in our quarterly newsletter, sent to the over 10,000 prospects in our database.
5. We'll create an exclusive website with a complete description, photos and more dedicated solely to your property.
6. We'll pay for all marketing expenses. That's right; we'll take care of the printing, advertising, canvassing, internet, signage and everything else.

7. We'll provide you with a list of references that includes every current client we have. And we'll encourage you to talk to them.
8. We'll maintain a chronological log of all calls, meetings and other activities conducted on your behalf. And we'll send it to you as frequently as you wish.
9. We'll guarantee that every negotiation is conducted by a principal of this firm, with at least 13+ years experience. No beginners!
10. If we don't practice what we preach, *cancel our contract!* Our contract gives either of us the right to cancel on 30-days notice.
11. We're easy to talk to. We'll provide you with all our contact information to reach us day or night, and we'll be happy to receive your calls.

Please compare what we offer with either the service you are currently receiving or what you are being offered. Perhaps it's time to give us a call and get your property sold or leased!

*A. Nicholas Coppola, CCIM is president of Coppola Properties, Inc. and has over fourteen years experience in the leasing, sale and appraisal of real estate throughout Massachusetts. He founded Coppola Properties, Inc. in November, 2000 as a brokerage, consulting and management firm. The aggregate value of commercial and investment properties leased or sold in the New England area by the firm exceeds \$250,000,000.*