



**BERKSHIRE  
HATHAWAY**  
HomeServices  
Florida Properties Group  
COMMERCIAL DIVISION

## TABLE OF CONTENTS

Tasks and Turnaround Time	Page 3
Marketing Resources	Page 6
Resource Training	Page 7
Workplace Essentials	Page 8
Building Your Business	Page 9
Bookmark It!	Page 10

## INTRODUCTION

This document is intended to be a guide to the majority resources available to FPG Commercial Division agents. Please be aware of the version date on the document you are reading since this guide will be updated regularly. If you do not find what you need, call 813-739-5700 or reach out by email to [creadmin@bhhsflpg.net](mailto:creadmin@bhhsflpg.net) for assistance. Your questions and feedback help us to make this document a more useful tool. ----Your support team

## TASKS AND TURNAROUND TIME

### **Broker Opinion of Value » 5 - 10 days**

The turnaround time for a BOV varies widely. Providing complete subject property details to your admin up front can speed up the process.

To draft a BOV your admin will need:

- subject property address and/or parcel ID #s
- your pricing range(s)
- interior and exterior pictures
- your chosen comparables

Your admin will pull public records, tax billing, demographics, traffic counts, parcel boundary aerials, location maps, and combine that with our BOV boilerplate pages in a draft for your review.

Everything gets saved to Dropbox. The final BOV will be added to the DotLoop folder for the property.

Templates are available for brand compliant Broker Opinion of Value presentations.

### **Listing Agreements » 1 day**

If you would like your admin to prepare a listing agreement, please provide:

- subject address and/or parcel ID #s
- pricing
- listing agents
- commission rates
- length of listing period.

Your admin will draft the document, save it to Dropbox, create DotLoop folder (if you haven't already done so) and email you a PDF version of the document to present to your customer for signature.

Editable listing agreements are available in Dropbox.



### **New Listing Marketing » 3 - 5 days**

A completed marketing details form significantly shortens any delays getting your listing marketed. Forms are available in DotLoop and Dropbox.

Your admin will wave her wand, transforming the details you provide into a custom marketing flyer or brochure for your review and approval.

Upon your approval, your listing will be manually entered to FGCR, Total Commercial, LoopNet, Orion and Crexi, along with photos you have provided/designated, and the marketing flyer/brochure. Links to the posts will be emailed to you to review and reply with any changes needed.

Marketing Details forms and flyer/brochure templates are available in Dropbox.

### **On-site Sign installation » 3 - 5 days**

A completed Commercial Sign Install Order form is necessary for your admin to place a sign installation order. Flags are available to designate the location at the site where you want the sign placed from your admin.

If you are unsure as to what size, where or how many signs, reach out to your admin or review the Signage Guidelines flyer. Window signs are also available for interior placements.

Your admin has no control over the installer's schedule, weather, distance to the site, and other challenges that can delay sign installation. Production of new signs or riders will delay installation - plan accordingly. Please be aware of this when communicating to your customer.

The Sign Order form is available as a DotLoop template and in Dropbox.

### **Listing Extension or Price Change Amendment » 1 day**

If you would like your admin to prepare a listing extension or a price change amendment, please provide the subject address, the extension period, and/or new pricing.

Your admin will draft the document, save it to the usual places and send it to you by email for you to forward to your customer for signature.

Editable extensions and amendments are available in Dropbox.

### **Property Profile or Offering Memorandum » 5 - 10 days**

A property profile or offering memorandum is similar to a marketing flyer, but more so. Since each PP or OM is unique, to some extent, a conversation with your admin is warranted. At the very least, your admin will need the basic details on the property.

Templates are available in Dropbox for brand compliant presentations.

### **Direct Mailing » 5 - 10 days**

A mailing campaign is a true collaboration between agent and admin. It is key that your target audience is well-defined and you communicate your goals to your admin.

The basics for generating a targeted mailing list includes who you are reaching out to (property owners, tenants or investors), geography, and property use or type. The best way to insure your admin generates a strong list is to communicate.

Your target audience can determine which mailing piece format will be most effective. The usual choices are a custom postcard, a flyer, a professional letter, or a letter

accompanied by a flyer. Talk with your admin to develop the most effective mailing campaign possible.

Your admin can custom design a postcard, or help you draft a letter to your target audience. Postcards can be turned around fairly quickly since they are processed by an outside vendor. Letters can take a bit longer since they are printed, addressed and processed with postage by hand by your admin.

### **Marketing Report » 2 days**

At your request, your admin can generate marketing reports from FGCR, Total Commercial and LoopNet and forward them to you by email, as well as, save them to Dropbox in the property's marketing folder.

### **Commission Invoice » 3 days**

Your admin can prepare a commission invoice for you. A completed Transaction Summary form is needed to draft an accurate invoice.

An invoice draft will be sent to you for review and to submit to the payor. Your admin can submit the invoice on your behalf if provided the payor's email and/or mailing address.

A Transaction Summary form and CRE Invoice template is available in Dropbox and from your admin.

### **Commission Processing » 2 - 5 days**

There are a number of moving parts to commission processing. All Commercial Division commissions are processed by your admin then sent to General Accounting for disbursement of funds.

A completed Transaction Summary form is necessary to draft an accurate commission statement. Along with a completed

Transaction Summary form, closing documents, lease agreements, referral agreements, W-9 forms for commission pass-throughs, and invoices are all part of the transaction record. Please make these readily available to your admin in DotLoop, Dropbox or send them by email.

A Transaction Summary form and CRE Invoice template is available in Dropbox.

### **YTD Commission Reports » 1 day**

At your request, your admin can generate a year-to-date commission report for you. The report will show your gross and net commission payments for the period requested, along with other transaction information like the closing date and property address.

### **Agent Reimbursement » 2 days**

To be reimbursed for eligible expenses, you must submit your paid receipt to your admin. Your admin will complete the necessary forms and submit them General Accounting for processing. If the reimbursement is not direct deposited in your bank account within 2 weeks, please reach out to your admin to investigate.

## MARKETING RESOURCES

### LoopNet

With your unique log in, provided by LoopNet, you are able to view, edit, manage exposure, and initiate CDX email blasts for your listings.

Your admin can give you a quick tutorial on the effective tools available through your LoopNet profile. <https://www.loopnet.com/>

### Stellar MLS

While not required, MLS participation is available under the Commercial Division's office membership with West Pasco Board of Realtors. <https://wpbor.com/>

The office name is BHHS Florida Properties Group; office address is 7916 Evolutions Way, Suite 210, Trinity, FL 34655; and the identification number is 257006127.

### A to Z Databases

This comprehensive database is extremely searchable. The data points align with who, what, and where. Your admin utilizes this resource regularly. The best way to insure your admin generates a strong list for you is to communicate your objective.

If you'd like to see for yourself what makes A to Z such a useful resource, reach out to your admin for access.

### Retail Lease Trac

Retail Lease Trac gives you access to thousands of national brand retailers, their contact information and their criteria for choosing real estate for development.

Contact your admin for direct access or to request a search for a specific retailer or user of a property/space type.

### Cabernet Corner

Cab Corner has a library of images, templates and a variety of tools to help you market your property listings, as well as, manage and market your business. Also, it's the home of the Agent Help Site. Think Google, but for real estate.

Yes, you read that right. We have our very own google-esque platform that we like to call the Agent Help Site. This website is a completely searchable, living platform that is constantly expanding with how-to videos, written guides, and resources that help you run your business like a boss.

Check out Cab Corner...

<https://intranet.bhhsfloridaproperties.com/>

### Marketing Resource

MR is all about branded templates. Newsletters, postcards, flyers, brochures, social media, banners, audio, video, stationary, door hangers, email blasts and more.

Upload your contact list and the possibilities are endless. Reach out to your admin for assistance formatting your list.

Access Marketing Resource by logging in to Resource Center. Use your single-sign-on at <https://www.bhhsresource.com/>



## RESOURCE TRAINING

### CoStar

CoStar is a top-notch source for commercial real estate data, including property history, contacts and market status.

Your admin can set up a CoStar training session for you. Reach out to your admin with a description of what you need help with and some suggested dates and times.

Small-group training sessions are preferred and can be an effective way for a variety of platform challenges to be addressed in one session. <https://www.costar.com/>

### LandVision

LandVision offers GIS data alongside property public record information. It is an excellent resource to which all FPG Commercial Division advisors have access. <https://login.digitalmapcentral.com/MemberPages/Login.aspx>

Your admin can set up a LandVision training webinar for you. Reach out to your admin with a description of what you need help with and some suggested dates and times.

You can also take advantage of the Help section of the platform for training or recordings of previous webinars. Links to the LandVision Help site and recordings of previous webinars is available in Dropbox.

### DotLoop

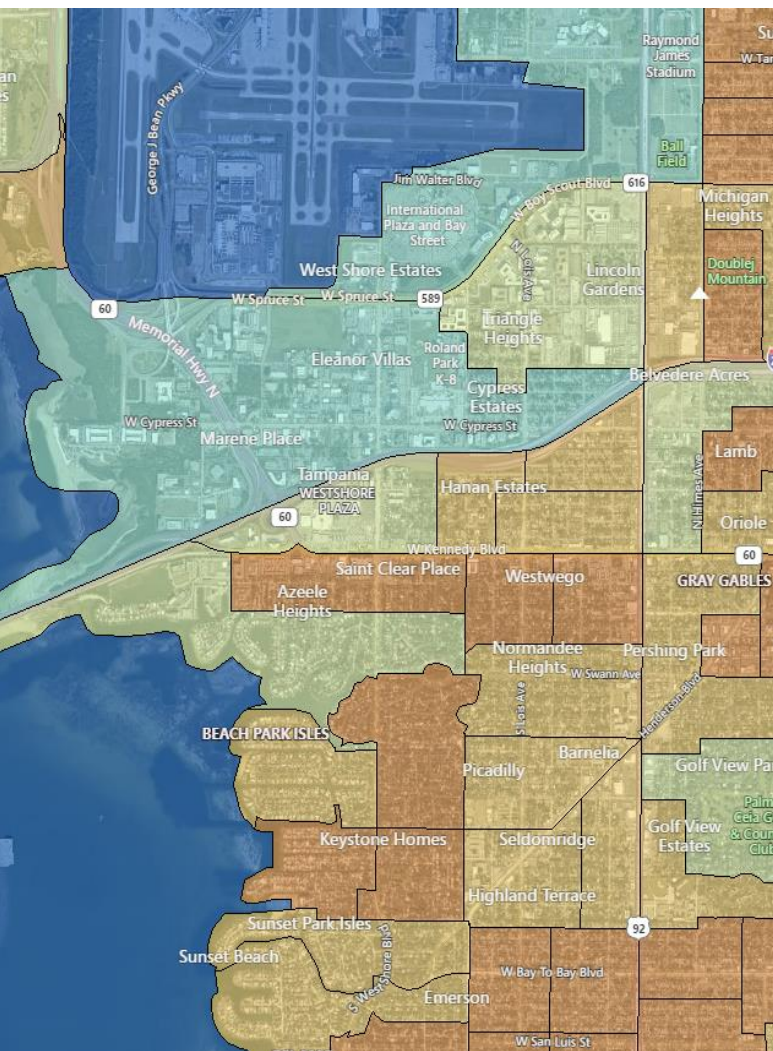
A Transaction Management platform that gives you instant access to compliance, eSignatures, document editing, sharing, notifications, mobile app, reporting and storage. <https://www.dotloop.com/#signin>

Dotloop reference guides like, Quick Tips and Trick, Agent Basics 101 and FAQs are easily accessible on the Agent Help Site.

### Learn Center Resource

LR is an online learning platform providing education and skill training for agents, brokers, owners, managers and trainers at all levels of experience. A calendar with a wide selection of weekly live webinars is accessible on the front page of LR. Web-based training, video training and printed educational resources are also available to view or download, 24/7.

Log in to Resource Center here, <https://www.bhhsresource.com/resourcecenter/s/login/>



## WORKPLACE ESSENTIALS

### **Personalized Company Phone Number**

You've got access to a personalized company phone number that can be forwarded directly to your cell phone. Phone numbers are noted on your company password sheet provided at your initial company onboarding.

### **Conference Rooms**

Every branch office has at least one conference room for you to invite customers in for a presentation or a meeting. Reserve a conference room by contacting the branch's administrative assistant.

### **Video Conferencing**

Each conference room has a flat screen television with video conferencing capabilities to host customer meetings or join in on a company-wide training webinar. Contact the branch's administrative assistant for details.

### **Conference Calling**

You've got access to a conference call line. To set up a call, provide your participants with the call-in number (727-493-9901) and a unique meeting identification number (i.e. the last 4 digits of YOUR cell phone number). The first caller in to the "meeting room" establishes the "room" for additional callers who enter YOUR unique identification number. This phone number and ID configuration can be used as YOUR "meeting room" moving forward.

### **Printers & Color Copies**

Print or make copies of your documents, flyers, and other marketing collateral in full color at no cost to you. At the printer, enter you 4-digit code, noted on your company password sheet, to gain access.

### **Binding Machines**

Print and bind your presentations using the provided presentation covers and plastic combs.



### **E-Fax**

Our e-fax capabilities allow for faxes to be received via email. The Commercial Division fax number is 813-739-5703. Incoming faxes are received by email by your commercial admin and forwarded by email to the intended recipient.

If you are expecting a fax, let your admin know to keep a look out for it.



## BUILDING YOUR BUSINESS

### **Building Commercial Business in Your Local Marketplace**

It is no secret that the greatest share of a commercial real estate broker's business is developed through local sources. Becoming a market leader requires choosing a specialty, researching and knowing your market, canvassing, networking and creating professional presentations and marketing brochures. Each step is necessary and requires time and effort.

The Commercial Action Track is a self-directed training system for new or experienced commercial real estate sales professionals with a desire to learn or review the basics of commercial real estate.

The 60-Day Success Plan is a sixty-day track to follow, whether new in the business or a veteran looking to re-boot business development efforts.

The CAT and 60-Day Success Plan are available in Dropbox.

### **Top Dog Training Podcasts**

If you are looking to brush up on your commercial real estate business skills, check out 12 weeks of podcasts covering the "Elevator Speech" to "The Right Sales Process". Listen while driving, with your morning coffee or relaxing by the pool.

Top Dog podcast recordings are free and available in Dropbox.

### **Prospecting Boot Camp**

The Prospecting Boot Camp is a five-day plan full of actionable items you should do on a daily basis to help you with one of the number one priority on your plate: prospecting.

### **Business Plan**

Being a business owner is no joke and it's imperative for you to have a business plan in place. Why? So, you can be sure you are growing in the right direction and hitting goals along the way. We've got a business plan template you can access to build out your own business plan.

The Business Plan and Annual Review are available in Dropbox.

### **Ninja Productivity Tracker**

The Ninja Productivity Tracker is a two-page fillable sheet that allows you to record and track the Ninja-related items you are doing on a weekly basis. Completing this sheet not only helps you build relationships, which is the foundation of Ninja Selling, but it will help you build a good {and fruitful} habit.

The Ninja Productivity Tracker is available in Dropbox.

## BOOKMARK IT!

### Company Sites

BHHS Resource Center

<https://www.bhhsresource.com/>

Cabernet Corner

<https://intranet.bhhsfloridaproperties.com/>

BHHS FPG Commercial Division

<http://www.bhhsflpcommercial.com/>

BHHS FPG Residential

<https://www.bhhsfloridaproperties.com/>

BHHS FPG Residential Rentals

<https://www.rentahomewithus.com/>

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### Commercial Marketing Sites

Total Commercial

<https://totalcommercial.com/>

Commercial Exchange Florida

<https://www.commercialexchange florida.com/>

LoopNet

<https://www.loopnet.com/>

ORION - Commercial Resource

<https://www.orioncre.net/>

Find It Florida - Properties

<https://sites.enterprise florida.com/>

CREXI

<https://www.crexix.com/>

BIZBUYSSELL

<https://www.bizbuysell.com/mybbs/join.aspx>

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### Property Appraiser Info

Hernando County Property Appraiser

<https://www.hernandopa-fl.us/PAwebsite/>

Highlands County Property Appraiser

<https://www.hcpao.org/>

Hillsborough County Property Appraiser

<https://www.hcpafl.org/>

Marion County Property Appraiser

<https://www.pa.marion.fl.us/>

Pasco County Property Appraiser

<https://www.pascopa.com/>

Pinellas County Property Appraiser

<https://www.pcpao.org/>

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### GIS Data

Florida Dept. of Transportation

<https://www.fdot.gov/>

FDOT Traffic

<https://tdaappsprod.dot.state.fl.us/fto/>

FDOT Projects

<https://data.fdot.gov/road/projects/>

LandVision

<https://login.digitalmapcentral.com/>

Pasco Mapper

<https://pascocounty.maps.arcgis.com/apps/>

Pasco County MPUDs & Development

<https://www.google.com/maps/>

Pasco County Projects

<https://pascocounty.maps.arcgis.com/apps/>

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### Realtor Organizations

Pinellas Realtor Organization

<https://pinellasrealtor.org/>

Greater Tampa Realtor Organization

<https://tamparealtors.org/>

Florida Gulfcoast Commercial Assn. of Realtors

<https://www.fgcar.org/>

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### Social Media

facebook

<https://www.facebook.com/BerkshireHathawayCommercialRealEstateFL/>

LinkedIn

<https://www.linkedin.com/company/bhhs-florida-properties-group-commercial-division>

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### Documents

BHHS Commercial Forms

<https://www.dropbox.com/>