

Commercial Resources

How to be a superhero to your residential agent



Scenario 1: An agent comes to you asking about company resources available to help serve their commercial real estate customer or to market a commercial listing.

Scenario 2: An agent says they are not getting the desired response to their commercial listing's marketing.

Scenario 3: An agent has a customer who has both residential and commercial goals, and the agent is unsure how to proceed down both paths.

When you offer assistance to an agent that makes their job easier or makes them look good to their customer, YOU become a superhero in their eyes. And who doesn't like that?! When it comes to commercial real estate, direct your agent to the Commercial Division.

Commercial Division agents have the experience and access to specialized tools and resources for all types of commercial real estate and transactions. CD agents handle sales, leasing, property management, facilities management, property development and business brokerage.

There are at least three options you can present to your residential agent to help them best serve their customers' commercial real estate needs. 1. Referral. 2. Co-broke. 3. Marketing.

1. Refer the Customer to the Commercial Division

- *What it means* - An assigned commercial agent assumes responsibility for the customer's goals and utilizes the resources of the Commercial Division to secure a successful transaction. The smart agent, residential or commercial, sticks to what they do best and always refers.
- *How to make it happen* - Reach out to Trish or Casey by email or phone and ask for a referral form. The residential agent fills out the form, the agent and their MP sign the form and returns it to Trish or Casey for more signatures. Then the residential agent notifies their customer of the referral and introduces the assigned commercial agent to their customer. A referral is valid only if the referring agent has an established relationship with the customer and introduces the referred agent to the customer.
- *How it works* - In the event that a transaction is completed with the customer as a result of the referral, within a period of 18 months, the referring agent receives a fee equal to 25% percent of the net commission (on the referred side before any agent splits and after marketing hard costs) received by the Commercial Division.

2. Get a Partner - Co-broke

- *What it means* - A residential agent and commercial agent share equally in the responsibilities of providing services to the customer. Both residential and commercial resources are available to help the customer reach their goal.
- *How to make it happen* - Reach out to Trish or Casey by email or phone. Provide a bit of info and be matched with the right commercial associate.
- *How it works* - Associates work together to achieve a successful transaction for the customer and agree to share in any commissions or expenses.

3. Get Marketing Help

- *What it means* - The residential agent's commercial listing is marketed on commercial-specific websites for free!
- *How to make it happen* - Reach out to Trish or Casey by email or phone. Provide a MLS ID# and access to a handful of property photos.
- *How it works* - Trish or Casey will enhance existing marketing information (i.e. MLS data) with data points of particular interest to commercial prospects, draft a narrative and bullet points, and post the listing on the web. The listing will be syndicated to a number of online marketing sites specific to commercial real estate. It will also be featured in Commercial Division e-newsletters. Trish and Casey can also offer other ways to market commercial listings that are free or minimal in cost.



Casey Key
ckey@bhhsflpg.net
727-451-7696

Trish Prescott
tprescott@bhhsflpg.net
727-484-6429

Berkshire Hathaway HomeServices Florida Properties Group - Commercial Division

7916 Evolutions Way, Suite 210, Trinity, FL 34655
4950 W. Kennedy Blvd., Suite 300, Tampa, FL 34609



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

813-739-5700 Office
800-816-5441 Toll Free
813-739-5703 Fax
creadmin@bhhsflpg.net
www.bhhsflpgcommercial.com