

Commercial Buyer Finding



**BERKSHIRE
HATHAWAY**
HomeServices

Note: While the Buyer Finding Session can be individually done, it is most effective when done in group sessions. The program can be completed in one half-day session or it could be spread out as needed.

Preface

If you were to pack up today and move to another state and you put your independent contractor business up for sale, what could you get for it?

- Visualize yourself carrying a for sale sign saying, 'Independent Contractor Business for Sale.'
- Make an honest evaluation and put it on the top right hand corner of your hand out.

Mission

The MISSION of this session is to give more value to your independent contractor business by discussing how to turn those ONE SHOT buyers into an annuity for you.

Goals

In order to do that, the program will be directed toward the accomplishment of three goals:

- Goal #1: Identify buyer sources
- Goal #2: Developing strategies to make them your buyer
- Goal #3: Development of a Monday morning business enhancement program for your independent contractor business

Before we tackle the first goal of “Identifying Buyer Sources,” let’s look at the following...

Considerations in Buyer Finding

- Question?
- Do we work any buyer we can get?

Why would we start with a question like that?

YOU HAVE ONLY TIME AND EXPERTISE TO SELL. Most of you are strong in the expertise department but may be having problems in the time department.

Has anyone been on a “snipe” hunt? A “snipe” hunt is when you have wasted time with a buyer or listing that you knew wasn’t going to happen?

Some considerations to avoid the “snipe” hunt:

1. Geographic considerations
 - Should you define your territory?
 - How much territory can you cover?
 - In your market, does a geographic boundary cause a product difference?
2. Market considerations
 - What product is selling? Which is not?
 - What product is leasing? Which is not?
 - Is it an investors market, speculators market?
3. Product considerations
 - Is there an oversupply, or undersupply?
 - Is there a building moratorium?
 - Environmental questions
4. Deal considerations
 - What/Who can you get financed?
 - Do you work on large or small deals?
 - Control
5. Resource considerations
 - Do you have a packaging resource?
 - Do you have demographic resources?
 - How adept are you in social media marketing?

6. Educational considerations

- What property types do you know?
- In what property types do you have formal training?

7. Building a base

- Does your buyer-finding activity build on itself or is it a one shot deal?

GOAL 1: IDENTIFY BUYER SOURCES

Types of Commercial Investment Buyers

Let us work on the first goal "Identifying Buyer Sources." Rate these 1-10 on their viability as buyers in today's market with 10 being the highest.

1. User (Individual)
 - Retail store owner _____
 - Professional association _____
 - Small manufacturers _____
 - Lease expirations _____
2. User (Corporate)
 - Professional association _____
 - Banks _____
 - Chains _____
3. Investor
 - Small investment group _____
 - Current owners _____
 - Corporations _____
 - Foreign Investors _____
4. Lessee (Individual) _____
5. Lessee (Corporate) _____
6. Lessor _____
7. Builder _____
8. Developer _____
9. Builder developer _____
10. A current owner _____
11. Institutions
 - Lenders _____
 - Insurance companies _____
 - FDIC _____
12. Past customers _____

Looking at the list. What type(s) of sales can we make to this group? Or, phrasing the question just a little differently:

What services have you performed or what advice have you given recently that you have provided for free?

Buy a property?	...Feasibility studies
Sell a property?	...Demographic analysis
Lease a property?	...Straight consulting
Manage a property?	...Property rezoning
Give an opinion of value?	...Lease review
Tax appeal?	...CAM & tax analysis
Marketing plans?	...Tenant representation
Contract writing?	...Debt analysis/negotiation
Negotiation?	...Exchanging
Location services only?	...Lease tracking

Sources of Buyers

1. Who would know the buyers?
 - Suppliers
 - Accountants/CPAs
 - Attorneys
 - Anyone with whom you speak
 - Lenders, architects, engineers
 - Identify via the Internet
2. Tax Rolls
 - Indexed by product types
 - Multiple property owners
3. Sales Services
 - Who is buying what, and for how much?
4. Zoning
 - What businesses fall into the category of your specialty/listings?
 - Zoning classification?
5. Zoning Meeting
 - Who is applying for what zoning/change or variance?
 - Who has been turned down?
 - What product types are being discouraged by zoning ordinances?
6. Media
 - Newspapers
 - News that cause RE moves
 - Classifieds
 - Internet/Social Networking Sites
7. Members of the same industry or profession
 - CCIM, SIOR, ICSC, CoreNet Global, FIABCI, ULI
8. National meetings
9. Chamber of Commerce
10. Committee of 100
11. Economic development professionals
12. Download of past prospects/buyers/sellers

13. Sphere of influence

14. Networking

15. Property managers

That completes work on our first goal, "Identifying buyer sources."

GOAL 2: DEVELOPING STRATEGIES TO MAKE THEM YOUR BUYER

Marketing Programs/Listing Programs

- Elements of a good marketing program
- Written format
- Specifics
- Timeframes
- Accountability/responsibility
- Track record/resume
- Major accounts handled

Packaging A Property To Sell

- What it is
- Appeal to your market
- What it is not
- Materials
- Information given/pertinent facts

Managing The Prospects That You Get

- How do you track?
- How often do you communicate with them?
- What do you communicate when you do communicate?
- What would be of interest to them?

EXERCISE WORK SHEETS

The idea in doing this exercise is to eliminate the ONE TRANSACTION sale. The objective is to build a relationship with buyers who will become a source of business equity for you.

Target Buyer Group

What would interest that buyer group?

Why should the buyer group do business with you?

Sources to locate the buyer group:

Initial discussion on first contact.

To build rapport:

To generate business:

How often do you follow up? _____

How do you intend to do it? _____

Remarks:

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GOAL 3: DEVELOPMENT OF A MONDAY MORNING BUSINESS ENHANCEMENT PROGRAM FOR YOUR INDEPENDENT CONTRACTOR BUSINESS

Now for the third and final goal of the exercise.

Business Philosophy

- Statement of service
- Personal ethics
- Single transaction relationship sale

Time Would Be Best Focused On

- (You might refer to considerations in buyer finding)

Situation Analysis

- New, experienced
- Doing great, ready to quit
- Broke, staying power

Strengths

- What are your strengths and how can you capitalize on these strengths?

Weaknesses

- What are your weak areas and what can you do to overcome the weaknesses?

Three Objectives In Buyer Finding That You Would Like To Accomplish:

#1.

#2.

#3.

Strategy to Accomplish Objective 1:

Tactic:

Tactic:

Tactic:

Strategy to Accomplish Objective 2:

Tactic:

Tactic:

Tactic:

Strategy to Accomplish Objective 3:

Tactic:

Tactic:

Tactic:

Now, to bring the session full circle. If you apply what has been discussed here and if you accomplish your three objectives identified in the planning session, at the end of the next six months, for how much could you sell your INDEPENDENT CONTRACTOR BUSINESS?