

Introduction: Making Money with Commercial Referrals

Calls for Cash!

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KW Commercial

Let me know how I can assist you!

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Guy Idan
CRE Advisor

KW Commercial Referral

- Increase your GCI through referrals.
- Make referral income part of your “4-1-1” Business Plan.
- You don’t need to be a commercial agent to make money in commercial real estate.

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Income from a Typical Home Sale

Average Home = \$900,000 X *2.5% = \$22,500
Average Time on Market = 90-200 Days
Average Showings/Client = 10-75
Homes Approx Hours/Listing or Hours/Sale = 50
\$22,500
Divided by 50 Hours = \$450/Hour

* Weighed Average Commission Rate

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Typical Income from One Commercial Referral

- A Moderate Commercial Deal is \$2,500,000
- Average Commission is 2.5%
- $\$2,500,000 \times 2.5\% = \$62,500$
- $\times 20\%$ (Referral Fee) = \$12,500

[Refferral Form Agreement](#)

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Identify and Assist Clients



How to identify and assist clients who could benefit from KW Commercial services:

- Your database
- Listen for opportunities
- Solicit business professionals and acquaintances

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Buzz Words and Hints



- Are they or the company they work for expanding or relocating?
- Starting a business?
- Are they looking for lease space?
- Are they interested in buying a business?
- Do they own or want investment property?

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Keep It **HOME** with **KW!**

- KW agents, please bring us your Commercial Referrals!
- We are you in-house Commercial Specialists Years of experience, millions of dollars in closed deals.
- Don't allow a commercial deal to slip by—we will work with you on a **SHARED FEE** basis to close any size commercial opportunity.

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Security and **Protection** for You

- We send you a referral agreement. We will keep you
- informed. Referrals avoid issues with Article 11 of the
- Realtor Code of Ethics. KW Commercial offers comprehensive services to meet your clients' needs. A
- nationwide network is available. Referrals will add to your financial success.

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Once Again: Action items to harvest CRE referral gold from your current contacts

Review your client list, acquaintances, friends, relatives, or places of business for the following:

- Business Owners
- Do they own or lease the real estate used for their business?
- Wealthy Individuals
- Most have, or want to have, CRE as part of their portfolio.
- Corporate Executives
- Do they make (or know who makes) the company's CRE decisions?

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Identifying CRE Opportunities: **Investors**

- Do they currently own CRE?
- What type, where, what size (\$), and how many?
- Why are they looking to buy?
- They just sold something (1031 exchange)
- They believe in our market
- They have money to invest
- Do they “have to” invest? (motivations)
- Do they have realistic expectations regarding price, availability, returns?

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Qualifying

If possible, asking a qualifying question or two can save everyone a little time and determine whether the referral is a “real deal.”

- **Requirement:** Is the requirement reasonable (price, timing, return expectations)?
- **Means:** Does your client have the financial means to complete the transaction?
- **Motivation:** Does your client have to do something? If not, what is their motivation?
- **Authority:** Does your contact have the authority to make the commitment?
 - Does your contact have the authority to select an agent?
- **Exclusivity:** Can you secure an exclusive listing / representation?

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Summary

- Get to know the KW Commercial agent in your office or region.
- Talk to your clients or contacts and ask the qualifying questions.
- Or, refer the names and contact numbers and let the KW Commercial agent qualify.
- Get your referral agreement in writing.
- Collect referral.

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Q&A

Questions?

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