

Calls for Cash!



KW Commercial

Let me know how I can assist you!



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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.

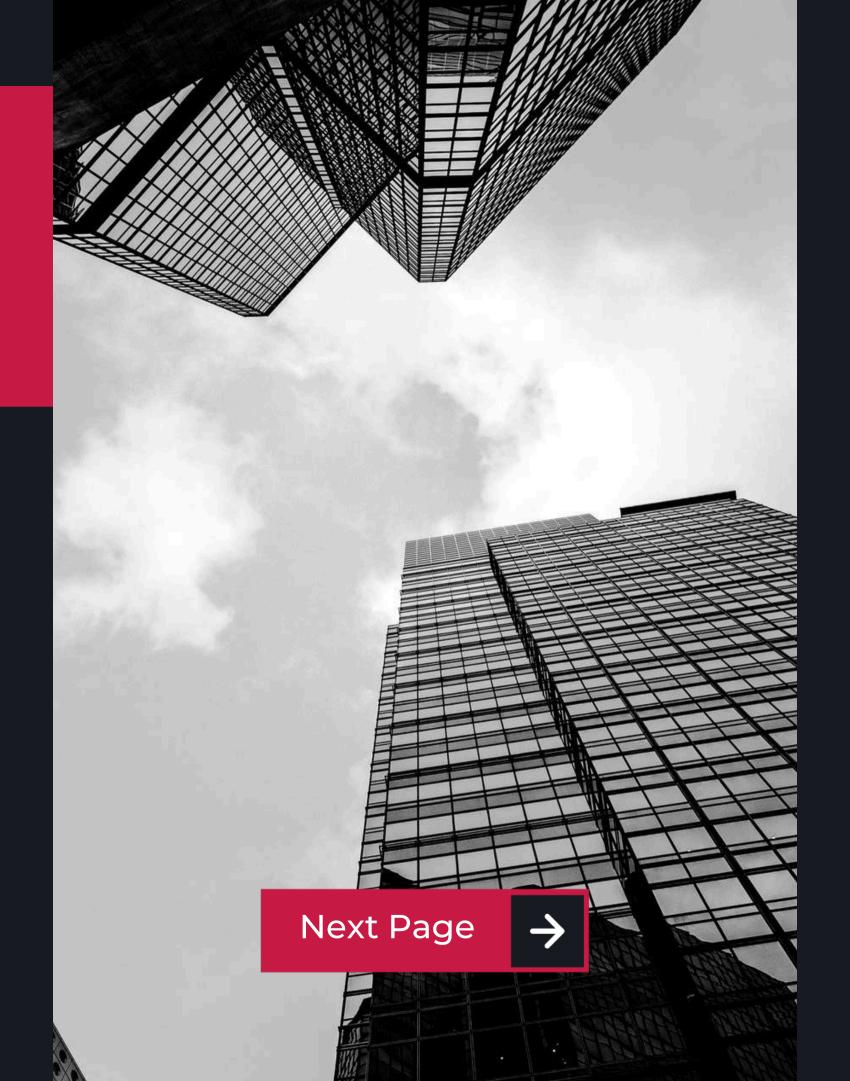




Income from a Typical Home Sale

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



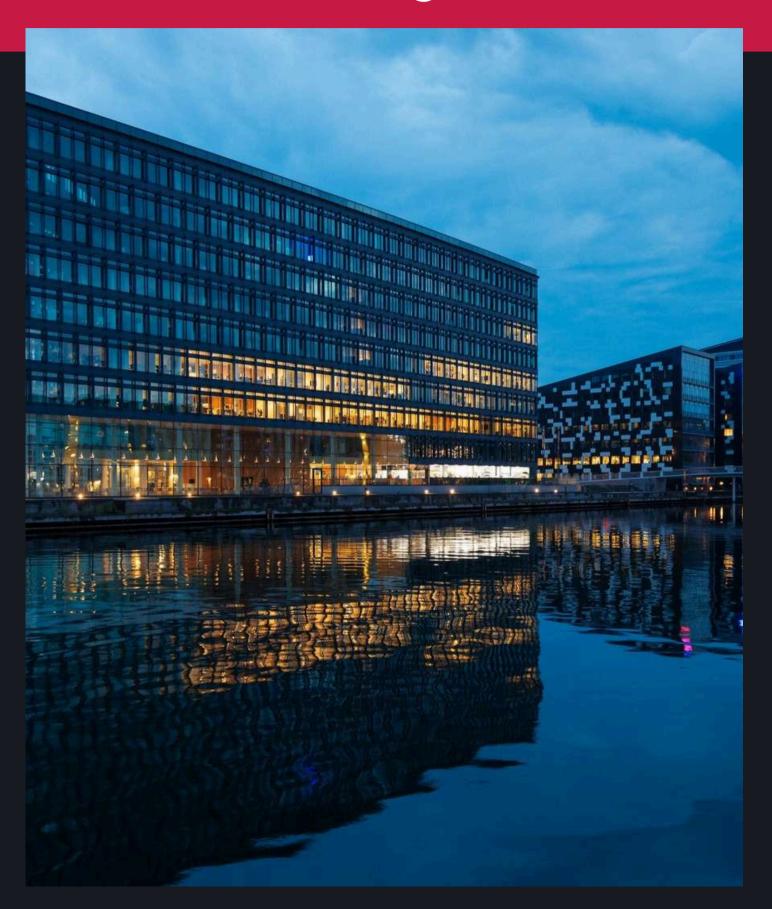
Typical Income from One Commercial Referral

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

Refferral Form Agreement



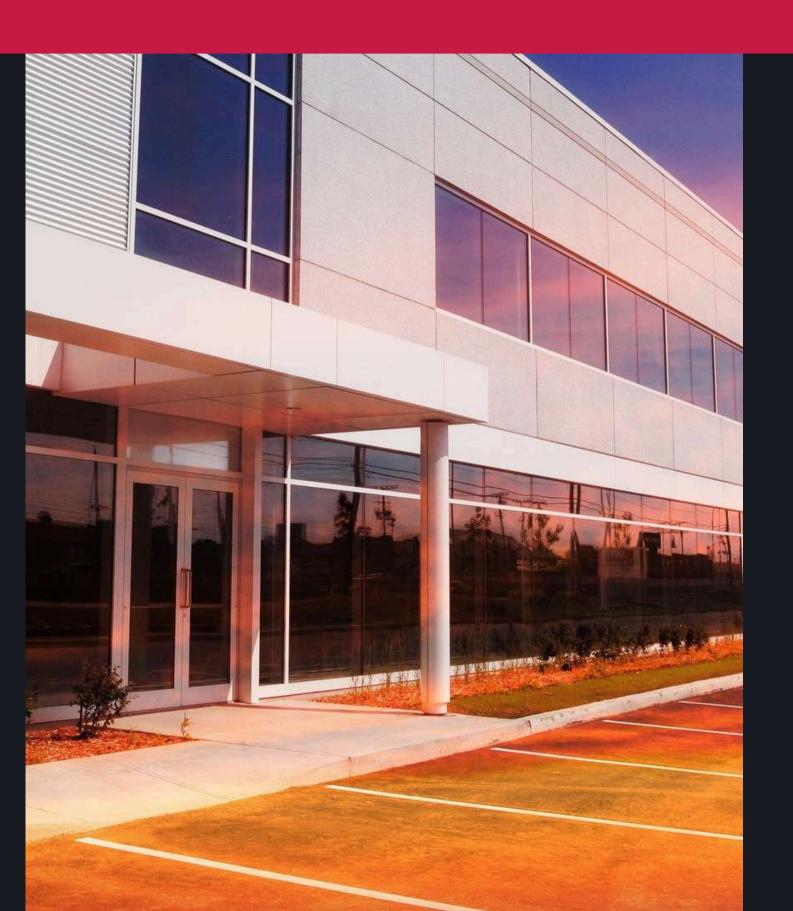
Identify and Assist Clients



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

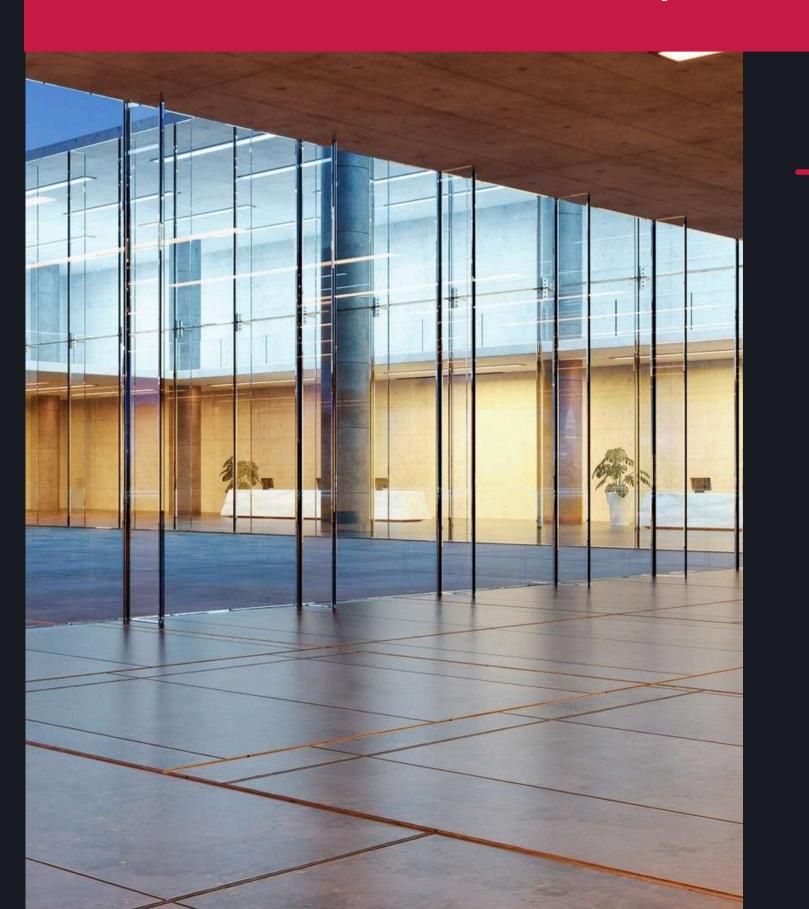
- Your database
- Listen for opportunities
- Solicit business professionals and acquaintances

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?

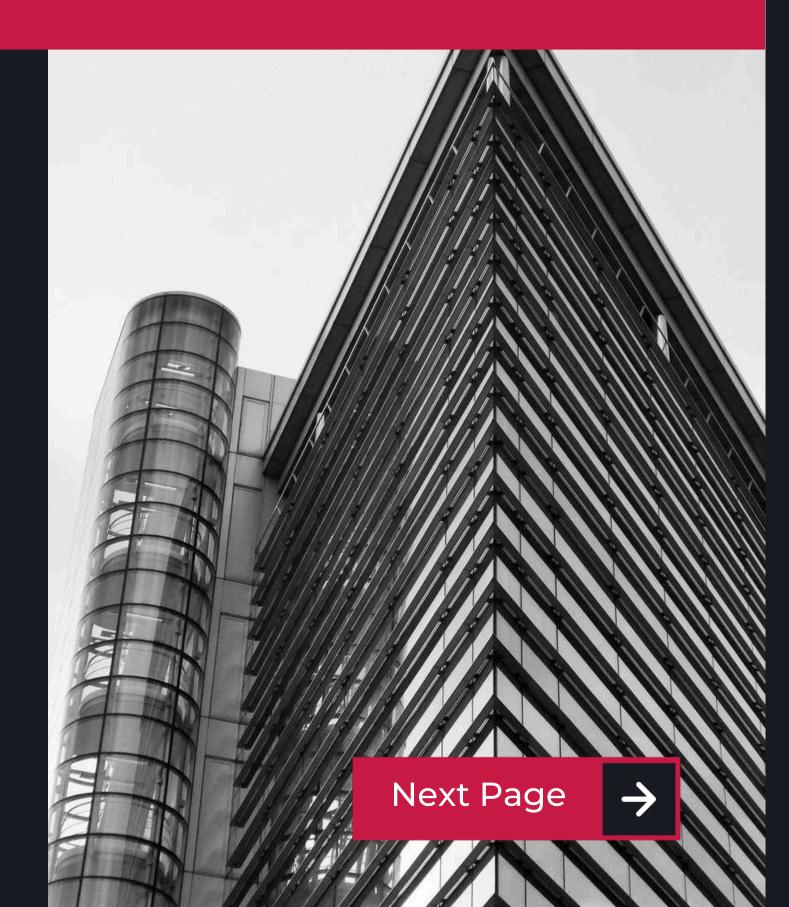
Keep It HOME with KW!



- 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.

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.



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?





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
- The have money to invest
- Do they "have to" invest? (motivations)
- Do they have realistic expectations regarding price, availability, returns?

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?



Qualifying

Motivation:

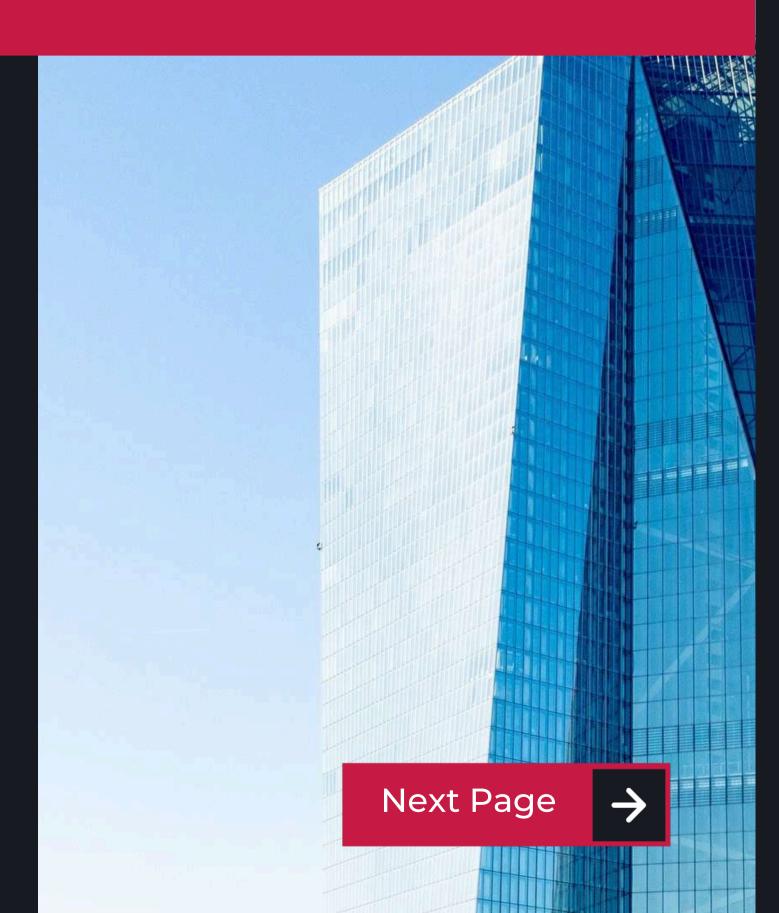
- Does your client have to do something? If not, what is their motivation?

Authority:

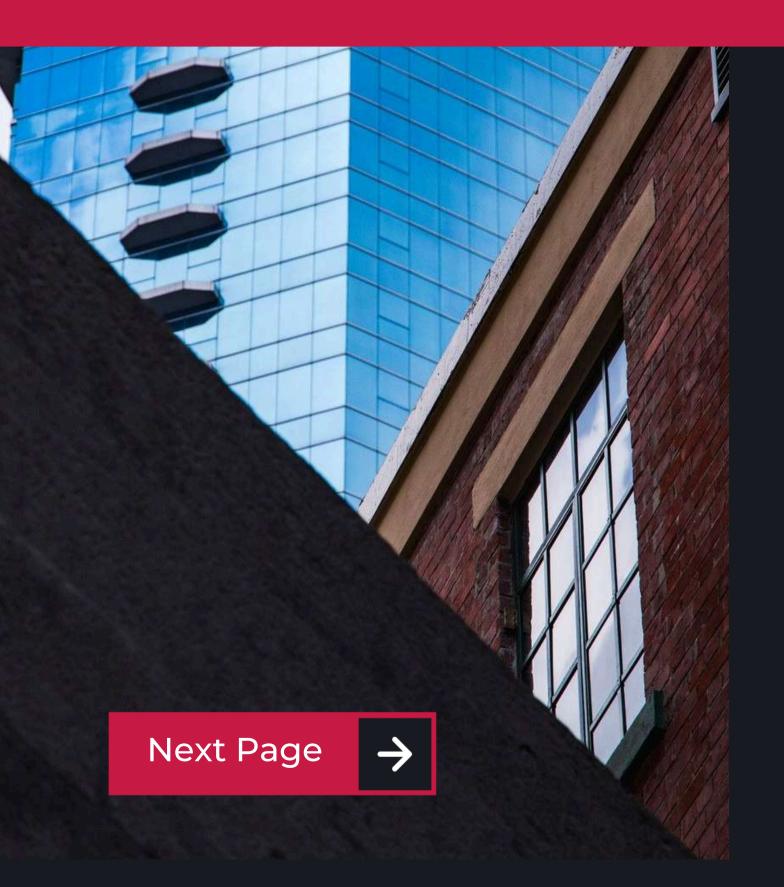
- Does your contact have the authority to make the commitment?
- Does your contact have the authority to select an agent?

• Exclusivity:

- Can you secure an exclusive listing / representation?



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.

Q8A

Questions?

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