



## The 2 Most Important Words to Know for Selling Your Troubled Assets

There are two critically important words that could make all the difference in the world when it comes to selling a distressed property fast. Whether you choose to work with a real estate consultant or decide to take your chances and go it alone, these two words will have a significant impact on your ability to achieve the greatest amount of exposure for your property: social media.

Perhaps those two words don't come as much of a surprise to you. The fact is, people have been using social media to both buy and sell real estate for quite some time – but only recently has it actually become a deficit to anyone's selling campaign to *not* take advantage of the diverse range of social media platforms that exist out there. Giving your distressed property a bona fide web presence can bring that property the kind of exposure that people in your shoes would have drooled over just 10 years ago. If you're still not convinced about the power of social media, here is a short list of ways that you can benefit from it.

- Mass exposure. Social media sites like Facebook and Twitter are no longer just extensions of people's personal lives; where they go to catch up with old classmates and post photos for the extended family to see. They're also using social media to inform their buying choices, and this extends to commercial purchases. An enormous number of businesses – in addition to residential and commercial real estate agents – are taking to social media in droves to bring exposure to their brands and attract customers.
- Online virtual tours. You can use social media to advertise your commercial property and drive interested parties to a website, where they can get a 360-degree "virtual tour" with just a few clicks of a computer mouse. This technology has proven to be an invaluable tool to selling offices and industrial space, as it's given potential buyers who might not otherwise go to the effort of arranging a physical tour a chance to see your property with their own two eyes.
- YouTube video tours. Even if you don't have access to the kind of technology that will enable you to give "virtual tours" on a website and encourage the interest of potential buyers, you can publicly post self-taken videos of your property to YouTube for all to see. The beauty about YouTube is that it's entirely free to use, and the fact that it's actual video (as opposed to a virtual tour comprised of photographs) affords viewers a chance to perform a cursory visual property analysis before deciding to take a closer look in person. What's even better is the fact that you can easily integrate an individual YouTube video or dedicated channel onto your other social media profiles to bring your commercial property even more visibility.

Social media is one of the most effective ways to bring widespread attention to a property that most buyers would otherwise miss. By working with a [commercial real estate consultant](#) who is versed in social media marketing methods, you have the potential to move even the most distressed property to the top of many buyers' short lists. It's just a matter of embracing the technology, and running with it.

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## ABOUT THE AUTHOR

### Cardinal Real Estate Partners

Cardinal Real Estate Partners are brokers and consultants that think differently. Determined to be an advocate on behalf of clients, the firm has carved out a new niche of professionals in the commercial real estate industry. It has deliberately set itself apart from commercial brokers by offering clients three distinct differences that make it, in essence, the “anti-broker.”

Cardinal employs **educated professionals** who can deliver a level of expertise that traditional brokers do not. The principals have years of institutional real estate experience and are part of a team of skilled consultants—i.e., lawyers, architects, project managers, and engineers that are passionate about the skills they bring to the transaction.

Cardinal has designed **four proprietary processes** and numerous knowledge products for buying, selling, leasing, or acquiring/disposing of public assets. Each process outlines the best path to meeting your goals, with a detailed analysis of your specific needs, a customized strategy, extensive due diligence, and marketplace analysis.

For sellers: **The Comprehensive Asset Sale™**

For buyers: **The Real Estate Capital Investment Review™**

For tenants: **The Strategic Tenant Advocate™**

For public assets: **The Public Asset Maximization Process™**

Cardinal has set in place **accountability** at a level previously unheard of in the broker industry. With each client, Cardinal determines and agrees upon a series of Key Performance Indicators (KPIs) for measuring the success of your deal. After the closing, Cardinal reviews the outcome and level of your satisfaction, then bases its compensation on the extent to which it achieved your goals.

There is a better way to broker.

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