



Industrial Property Development: What a Commercial Realtor Can Do For You

Whether you're looking to invest in industrial property or already have property you're looking to sell, a relationship with a commercial realtor can reap great rewards for your foray into industrial property development. Before making your next industrial property acquisition, consider what a commercial realtor can do for you:

Plan. No matter if you're new to industrial property development or a seasoned veteran, the first step in any successful endeavor involves planning. As an essential member of your team, a commercial realtor will meet with you and any other decision makers involved in the project to determine exactly what the decision-making process will include. An open line of communication will be established to ensure a smooth working relationship between you and your realtor. It is crucial that you clearly define your vision and goals in regards to industrial property development. If you are at all uncertain of your industrial property needs, your commercial realtor will help you define and clarify them. Once that vision is established, it is possible for an appropriate budget to be determined and agreed upon.

Research. When deciding upon which industrial property to acquire, it is critical to know exactly what you are getting into. It is your commercial realtor's task to analyze and evaluate properties and locations. They will also perform a complete financial analysis in order to narrow the choices of industrial property down to those that best suit your needs. Your commercial realtor will document this research and analysis and then create a strategy based on the results of the information gathered. This process may also include due diligence, which can cover everything from an asset's strengths and weaknesses to potential zoning and environmental issues.

Negotiate. Having a skilled negotiator on your side can make all the difference when it comes time to make an offer. Your commercial realtor will act as your advocate throughout the acquisition of your industrial property. They are also adept at performing services, including, but not necessarily limited to, preparing and implementing negotiation strategy, handling and reporting concessions, drafting a letter of intent, and coordinating a sale agreement. Using expert negotiation techniques, your realtor will secure the best possible deal to further your industrial property development objectives.

Close. In the sea of paperwork that accompanies the acquisition of industrial property, your commercial realtor will navigate through inspections, communications, documentation, and the various problems that were potentially revealed during due diligence. Your questions will receive a thorough response while opportunities for improvement will be identified. At the end of the transaction, your commercial realtor will ensure your industrial property development vision is that much closer to reality.

Sell. Once your vision has been realized, you may decide it is time to sell and move on to the next project. Your commercial realtor will give you the same professional, high-quality service and guidance throughout the sale process. Starting with research, planning, and due diligence, then progressing to marketing, analysis, and negotiations, and finally ending with closing and review, your commercial realtor will ensure you get the maximum return on your industrial property development investment.

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.

For more information, contact:

John Culbertson

Cardinal Real Estate Partners, LLC

200 South Tryon Street, Suite 850 • Charlotte, NC 28202

tel: 704-953-5500

jculbertson@cardinal-partners.com

www.cardinal-partners.com

Better Way To Broker™ is a registered trademark of Cardinal Partners

