



How to Succeed in Commercial Real Estate

By John L. Bowman

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How to Succeed in Commercial Real Estate By John L. Bowman

How to Succeed in Commercial Real Estate is a comprehensive, practical book for those considering entering the field of commercial real estate, those just beginning in the business, as well as experienced brokers and sales managers who want to evaluate and strengthen their current strategies—especially those related to listings, negotiations, contracts, and sales.

The author provides a straightforward overview of the business of selling commercial property, including coverage of the four main specialty areas –retail, office, industrial, and investment—as well as crossovers and emerging specialties. Rather than pumping a "get rich quick" approach to selling, the author shows brokers that they don't have to sacrifice integrity and ethics to remain competitive and deal oriented. The book includes detailed coverage of

- Choosing a company and a specialty that's a good fit for you.
- Sales strategies and sales points specific to commercial real estate, including practical suggestions for countering other brokers.
- The importance of focusing on exclusive listings, how to find and get the best prospects, and the most effective strategies for marketing the property.
- Standard parts and points of negotiation for contracts and forms, including earnest money agreements, leases, options, listings, counter offers, and fee schedules.
- Rent and how it is calculated and quoted, including triple net, modified net, gross, and full service leases.
- Technical knowledge including agency, law, appraisal, taxation, zoning, surveys, environmental investigations, investment analysis, risk comparison, exchanges, financing, and property management.
- The pros and cons of going independent and how to decide if it's the right move for you.

Written in an engaging, straight-talk style, the author shares a wealth of other practical knowledge reaped from 30 years in the business.

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Editorial Review

Review

October 2016

John-

Thanks for putting the time into writing *How to Succeed in Commercial Real Estate*. I especially liked the notes on fee splits, company size, salesmanship, prospects and practical knowledge. I.C.S.C. should make this required reading for young brokers.

Regards,

Clay Albers

Huston, Texas

About the Author

John Bowman has been active in commercial real estate for more than 30 years as a salesman, broker, or manager for more than 30 years. He started in his family's commercial real estate company, Bowman Company, located in Portland, Oregon, where he became sales manager, president, and a part owner. In 1983 Bowman Company joined forces with Portland's largest commercial firm, Norris, Beggs and Simpson, where the author spent 10 years as an industrial broker. He started his own commercial real estate company, John L. Bowman, Realtor® in 1992. He was a member of the Society of Industrial and Office Realtors®, president of the SIOR Oregon Chapter, member of the SIOR national board of directors, and board member of the Oregon and Southwest Washington Commercial Association of Realtors®. He has also served on various association committees including Professional Standards.

The author specialized in industrial real estate, but has had experience in all areas of the business. He has done real estate deals in office, retail, and investments and is also experienced in land sales, high-tech, and exchanges. He has also had experience managing commercial real estate sales people and operating a commercial real estate office. The author has represented many national companies in their real estate dealings including General Electric, Westinghouse, Coca-Cola, and Goodyear Tire and Rubber Co.

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The book is written in plain English, with insight only an experienced professional can bring to the table, and with a little tongue-in-cheek humor. Following are some excerpts;

* "Industrial historically has been where the "real men" go..." * "Some brokers think marketing commercial real estate means putting an ad in the classifieds, and then putting their feet up and aggressively waiting for the phone to ring." * "Office brokers wear nice suits with a hanky in the pocket. They typically are smoother than industrial brokers..." * "High tech brokers are a little schizophrenic. They are not quite industrial brokers and not quite office brokers." * "The "after deal", "second" round, or "contingency" negotiations...[often occur]... when a purchase agreement has a contingency for such things as an environmental analysis or engineering inspection, which indicate that there are some problems with the property...[these are]... a second set of negotiations...[which]...are entirely legitimate...because the seller will be faced with the same cost if they sell it or not. They also will, most likely, have to face the same issue with a future buyer." * "Investment brokers are the computer hackers of the commercial real estate business.

They spend much of their time hunched over computers, manipulating numbers and working on investment analyses or spreadsheets." * "Thomas Hobbes once said that human life was '...solitary, poor, nasty, brutish and short'. Analogously, those who do not succeed in commercial real estate often lead desperate and solitary lives in poverty with careers that are nasty, brutish and short. A career in commercial real estate can be wonderful for those that are doing well. They make money, get recognition, feel productive and lead purposeful careers. It is almost like a religion that gives focus and meaning to life, without the salvation. But, unfortunately, for those that struggle, the religion also has a hell. This book has been written to help the sinners avoid that hell." * "Forget small slights or injustices due to others behavior. Remember Albert Sweitzer's prescription for happiness, which is good health and a bad memory."

Users Review

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