



Introduction to Listing and Selling Commercial Real Estate

Loren K Keim

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An Introduction to Listing and Selling Commercial Real Estate provides a complete foundation for a career in the Commercial Real Estate Industry. The text contains two sections: * The Fundamentals of Commercial Real Estate * The Practice of Commercial Real Estate The Fundamentals section includes a comprehensive study of property types, keywords, and terminology, how each property type is analyzed, market analysis techniques, zoning, the process of investment property analysis, a guide to commercial leases, the commercial mortgage process and much more, You'll find examples, figures and tables, including step by step instructions in the use of software models. The Practice section integrates the foundation learned in the first section with training in the sales process and specific techniques used by successful commercial Realtors®. The Practice section includes prospecting methods, creation of successful buyer, seller and tenant representation presentations, negotiation techniques, client servicing, property inspections, due diligence and sales contracts.

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