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# How To Succeed In Commercial Real Estate



## Synopsis

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.

## Book Information

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## Customer Reviews

How To Succeed In Commercial Real Estate is a plain-terms guide to buying commercial property, drawn from the author's experience in 30 years of the business. Chapters cover points specific to commercial real estate, including suggestions for countering other brokers; the importance of exclusive listings; how rent is calculated and quoted; technical knowledge with regard to law, appraisal, taxation, zoning, surveys, and environmental investigations, among other topics; the pros and cons of going independent; and much more. A no-nonsense guide accessible to readers of all familiarity levels with the world of real estate, and highly recommended reading for anyone about to take the plunge and invest thousands or even millions of dollars into commercial property.

I purchased this book along with another one,(...) I feel even better about this subject and gaining even more confidence when I'm practicing my profession. This is the reason I'm sending in my review as well. This book is great if you're getting into the world of commercial real estate and need to have someone explain the myriad areas of general knowledge to you. It's basically what you might expect if you had a mentor or coach to help you get started, which is hard to come by in the competitive real estate environment. It won't tell you the "nuts & bolts" that are part of the nitty-gritty side of the business. It was useful in that it helped me to "fill in the blanks" where I had a few questions about the commercial side of real estate. Since I'm already a practicing residential real estate and have a corporate/financial background, the book didn't dazzle me with things I carried over from my residential or business experiences. In short, I recommend it to someone who is new to the business or if you're a residential agent who occasionally dabbles into it. It will give you a good, general overview and suggest areas where you can establish sound fundamentals that are required for a success career.

For someone looking to enter the brokerage side of the business I found this book to be a great primer. The book is not meant to be an in depth educational tool so the person who gave it such a negative review probably was expecting something completely different. If your new to commercial brokerage or looking to get into it, this book will help you with some key issues and highlight some important areas about the business that you may not have known. For instance, the difference in working for a regional or a national and selecting your firm to work for, your area of specialty, some

key terms and vocab you need to know and common mistakes made by newbies that you can look out for and avoid. If you have been in the business for a couple of years, then this book probably won't help you too much but if you're about to start interviewing with firms I highly recommend reviewing this book beforehand to get you thinking on the right track and asking the right questions.

How to Succeed in Commercial Real Estate is a very good book that will give aspiring Comm RE professionals more than enough information to:1) Determine if the career may be a good fit2) Evaluate which specialty may be the best fit3) Determine the type of Office to work for4) Develop and maintain a "prospect" base5) Avoid pitfalls that will cause loss of favor with clients, prospects, and fellow professionals Most of the things that the book is light on (like where to get the prospect lists) need to be worked out with the training broker. Doesn't seem like the author has held much back. By studying this book you will not feel like a Commercial Broker however you will feel like you can identify the qualities of a Commercial Broker and thus aspire to be one in an efficient manner.

I was disappointed with the book. I expected a book that would describe how to succeed in commercial real estate for someone wanting to buy and lease out commercial properties. This book hardly touched on the topics I wanted to learn about, such as what makes a property a good investment, how to do due diligence on a property when considering it for purchase, tips on finding a good investment and why it's so hard, pros and cons of development vs buying an existing building, etc. I would have appreciated if the front cover would have made the target audience clearer. Read the table of contents carefully before making the assumption I did!

It's a good read with worthwhile info. The reviewer below who commented that the book is "high school" level material doesn't work in the commercial real estate business, and apparently was mad that Bowman's book isn't a motivational get-rich-quick real estate book. If you are looking for that, you will be disappointed. If you want basic and sensible advice from someone who has been there, you will get it.

YOU ARE ONLY GOOD AS THE TOOLS YOU HAVE!. If I had this TOOL, "How to succeed in Commercial Real Estate", when I first started, I would not have faced all the bumps and brambles in this business. Stay the course, as noted in the book, and you will definitely succeed in this Business. A True Five Star!

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