



# Close The Sale

**‘Commercial Real Estate’ series — [www.commercial-real-estate.net.au](http://www.commercial-real-estate.net.au)**

## **YOUR CHECKLIST**

Closing the sale in commercial real estate is an art. The more professionally that you ‘close’, the more respect that you will generate, particularly from the sellers and buyers that you deal with; the same principle applies in leasing.

The reality of a great close is that it will give you more listings and sales or leasing opportunities at a later time. People will see the skill that you use in transacting the ‘close’, and they will know that they can use you again for the same purpose on other properties in the future.

You may find this strange to hear but the majority of people in the commercial real estate industry are quite basic when it comes to the final deal and close. Those people however that choose to be very good at the process, really do shine above everyone else.

## **The closing rules?**

To help you with this, we have listed the key elements that arise in a great close strategy. It does not matter whether the deal is for a lease or a sale of commercial real estate. The principles are still

the same.

Here are the elements to consider and we have put them in order.

1. Put out feelers when you meet new people
  - a. Note body language and voice
  - b. Look for elements of conflict in the message
2. Closing starts from the initial meeting and inspection at a property
  - a. Close in minor ways from the earliest stages of meeting
  - b. You can close on simple things like the availability of a car park, or signage, or even the location of the property
  - c. Find out what people want and then start your small closes
3. Ask questions with reference to key issues such as
  - a. Price (or rent)
  - b. Returns on investment
  - c. Confirmation on finance
  - d. Needs in the deal
  - e. Mechanism to achieve the result that they need
  - f. Property attributes desired
  - g. Identify any hurdles and obstacles
  - h. Know what their 'pain' is – you become the 'pain relief'

4. Make both Vendor and Purchaser feel confident in your ability.
  - a. Choose good words and dialogue (this needs practice)
  - b. Have support materials ready that you can feed into the discussion
  - c. 'Show and tell' is a good strategy for progress
  - d. Keep things simple but focused
  
5. Advise properly and honestly
  - a. You are the expert so show it
  - b. Know your market inside and out.
  - c. Talk from a position of knowledge
  - d. People love stories as they consider what you say. Choose some stories that are relevant and interesting. You will find that they will listen even more to what you propose or what you are presenting. Keep a few good stories in your toolbox of negotiation so that they can be used at the right time.
  
6. Be positive, confident, enthusiastic
  - a. Building trust is the key to more listings and deals.
  - b. People will trust you more when they can see that there is no conflicting message in what you say and do. This means that your words, body, actions, and voice must be congruent to the message. When people see that you are in personal conflict between these items, they know that you have some difficulty or you may be lying.

- c. A great personal attitude will guide you and strengthen the dialogue with the parties.  
Good attitudes have to be propagated and fed.
7. Ask for a decision to buy or lease - (don't be a 'guide' or a 'chauffeur').
  - a. Decisions are closes
  - b. Decisions keep things moving ahead
8. Deal with objections with reason and information
  - a. This means that you must know your product
  - b. This means that you must know your market
  - c. This means that you must know the elements of a great deal so that you can move towards it with reason and benefit to the parties concerned
9. Ask closing questions
  - a. Use the open questions to get information on which you can close
  - b. Use closed questions to force decisions and direct the conversation
10. Never stop selling
  - a. Good selling is a mindset, as people will always need a great negotiator in the market no matter what the economy is doing
  - b. The better you focus your mind in the sales and negotiation process the more listings you will have
  - c. It does not matter what the market is like in commercial real estate, all markets create change, and you simply need to know how to talk to the market.

11. Keep good records

- a. It is surprising how things can change, hence the only way you can protect yourself is in your file notes
- b. Everything that you do in a deal for sales or leasing must be written down. You never know when you will need to rely on your own information and notes.

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