

ONE TERMINUS

SALES SEQUENCE

Exclusive Offering (Sell-Side)

- Step 1 – Research (Benchmark Analysis)
- Step 2 – Outreach (Phone Call, Email, LinkedIn, etc. – use a compelling interest generator)
- Step 3 – Add Value (Retrieve Financials + Pertinent Valuation Information for Offer Submission)
- Step 4 – Create Proposal with Buildout, Adobe InDesign, Canva, etc.
- Step 5 – Proposal Review with Adrian (Not Mandatory)
- Step 6 – Pitch Proposal to Property Owner virtually or in-person
- Step 7 – Execute Exclusive Listing Agreement
- Step 8 – Submit File to SkySlope as an Exclusive Listing
- Step 9 – Field Offers
- Step 10 – Submit Binding Contract via SkySlope

Manufacturing a Deal (Hybrid)

- Step 1 – Criteria Collection (Understand Buyer Profile and Qualify Prospect)
- Step 2 – Property Matching (Curate Potential Properties from Investment Criteria)
- Step 3 – Outreach (Contact Property Owners)
- Step 4 – Execute Non-Disclosure + Compensation Agreements
- Step 5 – Submit File to SkySlope*
- Step 6 – Field Offers
- Step 7 – Submit Binding Contract via SkySlope

Cultivating a Buyer (Buy-Side)

- Step 1 – Criteria Collection (Understand Buyer Profile and Qualify Prospect)
- Step 2 – Execute Exclusive Buyer Brokerage Agreement
- Step 3 – Submit File to SkySlope*
- Step 4 – Search On-Market and Off-Market Listings, then Submit to Buyer
- Step 5 – Send Offers to Property Owners or Listing Brokers
- Step 6 – Submit Binding Contract via SkySlope

**You will handle all marketing and promotional efforts of exclusive listings including, but not limited to; creation of collateral (i.e. proposals, offering memorandums, pitch decks, valuation presentations, etc.), listing syndication across multiple MLS systems and property listing platforms, property-specific website creation, listing photography, listing videography, publication submissions, and advertisement placements.*

**You or your transaction coordinator will oversee every aspect of each transaction from contract to close including, but not limited to; due diligence coordination, contingency removal, escrow handling, attorney correspondences, intermediary correspondences, client and associate updates, etc.*