



The Top 12 Must-Have Commercial Resources

Every Successful Agent is
Using Right Now

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Commercial Agent Resources

Thank you for investing your time into this resource guide! Whether you're new to commercial or simply looking for new resources, you're sure to find some cool stuff here.

Through trial and error within our own commercial brokerage and other successful agents we respect, we have put together what we think is the BEST apps, tools and services list that every agent should be using. There are specific reasons we've selected these particular resources.

Do you need them all? Well maybe, maybe not all of them. Some may not apply to you.

Some are FREE and others are paid, many inexpensive and a couple a bit pricey, yet will provide you a high enough value to warrant the investment. And these are just that, an INVESTMENT in your business. Kinda hard to do business without investment in the right things! It's a quick read and overview and you will want to explore each services website for detailed info.

I would say it still surprises me when agents come to me for advice with a new client that could warrant a \$60,000 commission, but are unwilling to invest in some basic tools that maybe cost a couple hundred bucks a month that they NEED to do business. They don't realize that investment is a drop in the bucket that acts as an asset not a liability! Then again am I really that surprised? Most are unwilling to invest the time, energy and \$\$...and so they remain in the 80%.

Ok, here we go...

Realnex.com:

Realnex offers a powerful suite of services designed to maximize the agent's or broker's time and effectiveness within daily business activities. There are 5 suites integrated together including: Property, client and pipeline tracking CRM; Fully branded marketing packages, listing proposals, analytics, property websites and flyers; leasing analysis; marketing email blasts; list and search database, listing widgets, e-marketing brochures. Basically, the tools you need to conduct business and look like a pro from 1 low-cost high-value provider.

REISReports.com:

Get the most up to date data on 275 Metro areas and 7,000 market segments. Reports on property comps, market stats and market narratives grow your expertise and authority in the field. Get the inside market trends including: vacancy rates, lease rates, growth trends, Cap rates, inventory, market expenses and NOI on your favorite property type in your location, or locations around the country. You are able to brand your reports to include in your listing proposals and marketing efforts.

ProspectNow.com:

Enhance your lead generation efforts and property research abilities with Prospect Now. Get detailed data (names, phone numbers, building info, and 30 million commercial tenants, even email contacts of key decision makers) on 100 million properties and discover properties most likely to sell or refi. The predictive nature of Prospect Now to identify likely prospects is key so maximizing lead generation time and efforts.

Matterport.com:

3D imaging for real estate spaces is the new trend in residential listings. This can easily be integrated for commercial listings with the use of Matterport. The Matterport 3D imaging camera system makes creating virtual spaces easy to use and easy to share for maximum impact. Share spaces dynamically with prospective buyers and tenants for faster sales and faster lease times, that means quicker paychecks for the agent.

NARRPR.com:

RPR or REALTORS® Property Resource – Commercial, gives agents and brokers usable data to help their clients make better decisions. RPR's dynamic reports help agents and business owners match the best location with the most suitable target audience using demographic, psychographic and spending data information. The best part is it's FREE for existing REALTORS®

Loopnet.com:

List and search for available properties for sale or lease in any real estate market in the country and beyond. Loopnet also offers multiple listing marketing campaigns to create more buyer and tenant leads. Add listing photos, slideshows and videos along with premium listing spotlight placement, and distribute your listing to 200+ partner websites. Even add a commercial listing search widget on your own website with the brand new LoopLink feature. Advertising banners and becoming a featured broker are additional ways to help grow your lead generation plan and get more clients.

Costar.com:

The parent company of Loopnet has been the standard for commercial listings and data for many years. The Costar Comps service is second to none in getting the most accurate comps and property information. The power of Costar is the human force behind the name that actively calls agents and brokers to verify listing status, sale or lease-up information and keeping the database as fresh and accurate as possible. This helps the agent value property accurately. Although the most pricey resource on this page, it's a valuable resource to have. It's worth noting that Costar will even list a property with the agent's contact info even if not a member of Costar. This resource is meant for the serious commercial professional.

Leadpages.net:

Leadpages makes it possible to create leads online and convert those leads into clients. Smart agents who advertise and market in the online space will greatly benefit from this App. Unlike traditional websites, Leadpages allows you to build specific landing pages to target prospects and collect leads. Easily create mobile friendly pages proven to perform with no coding, no techy know-how or jargon needed. They even work with most CRM's and marketing platforms.

Thebrokerlist.com:

The Broker List is a free online platform to find brokers, deals, services and vendors. Create your list of brokers, post your profile, have and wants to find deals and co-brokers across the country. A new and interesting way network with other professionals even put deals together.

Scotsmanguide.com:

Search for commercial lenders nationwide by specific property types and needs. Search SBA, bridge, construction, niche, refinance and purchase lenders across the country for the appropriate source of capital. If you need a lender outside your local banks and credit unions, this is the place to find the right one.

IPX1031.com: IPX 1031 Exchange Company

PX 1031 Exchange is the leading exchange accommodator in the market and is related to Fidelity and Chicago Title. IPX 1031 is a wealth of resources and provides lots of education when it comes to selling investment and business real estate. Engage a professional accommodator immediately when listing a property for sale.

CFSGLLC.com: Cash Flow Structure Group

There are often times when clients need another option than a 1031 exchange or sale of a property. A structured sale is way for clients to defer taxes and lower the tax liability while receiving payments over time. This company handles setting up the structure and advises the best options for your clients. Be the professional with the right advisors for any situation.

That concludes our Top 12 Commercial Resources Every Successful Agent is Using Right Now. I have ONE more resource for you.

We've dedicated many years to help you become a more confident and productive commercial agent, and thus created a training membership called the **Commercial-BOX™**. If you're new to commercial brokerage, perhaps you're a residential agent looking to get into commercial property sales, this *Commercial-BOX™* program will teach you what you need to know to start closing transactions ASAP. No need to spending endless months or years on your own.

Not only does it include foundational education, yet also includes practical "real world street smarts" of what you really need to know to get deals done. It's "*Straight Talk*" for a reason.

Boost your knowledge, confidence, and ability to close commercial deals. Head over to: <http://StraightTalkAcademy.com/Commercial-box> for more details.

As a thank you for reading this special PDF report, I'm also going to make you an irresistible special offer by using the PROMO CODE at checkout: **top12special**

That's it! Dig in and enjoy the resources.

Questions or Comments? Email us info@straighttalkacademy.com I'm happy to help!

To YOUR real estate Success,

--Steve Walters

Co-founder

StraightTalkAcademy.com