



Selling your Commercial Property



Here's the full guide to selling your commercial property...

No strings.

While we'd love to be there helping you every step of the way, this checklist is yours to guide the sale - regardless of who you select.

The Full Checklist

Select the best time to sell Page 6

When putting your commercial property on the market, the right time to sell comes down to two factors - the current state of the real estate market and your own business planning.

Select the right agent to represent you Page 7

Finding a commercial real estate agent is easy. But choosing the right one for you and your business takes some consideration.

Choose your preferred sales method Page 9-12

Selling by auction or through private treaty are the most popular sales methods for sellers and buyers alike, but it is up to you to choose which one will suit you (and your property) the best.

Set a sales Price Page 13

An accurate sales appraisal of your property will include research using real estate databases, comparative data (from recent sales in your area) and the unique attributes of your property.

Check your financial house is in order Page 14

Buying and selling property can be two of the biggest financial decisions we make in life, so it is good practice at this point to complete a review of your insurance and asset finance.

Put your property on the market Page 16

Marketing your commercial property for a successful sale comes down to identifying what makes that property a solid investment, and effectively communicating that message across a variety of marketing channels.

Complete the sale Page 17-18

Going under contract, settlement day and finalising payments are the last steps to successfully selling your property



With you, at every step.

Position Your Commercial Property to achieve the best result

Commercial real estate sales often involve substantial investments. There are federal, state and local government taxes that also need to be considered. To get the maximum benefit from the sale of your commercial property, consider the following:

1. Current market conditions

Questions to ask your agent.

- What is the current state of the commercial real estate market locally and for your particular area?
- How is the local economy currently performing, and is there an upcoming change predicted?
- What trends should you be aware of in the property and financial markets?

2. Your business situation

Questions to ask yourself.

- Do you have timeframes to work within?
- Are you planning on investing in another commercial property? Do you need assistance with this?

Select the right agent to represent you

Things to consider when selecting an agent:

Commercial real estate is a specialized field, so if you want to make sure you are choosing an agency that you feel comfortable with, you want to have a strong, respectful partnership where both you and the agent will benefit from the successful sale.

Proven Sales Record

Even better if they are a specialist in your area, there is no substitute for local knowledge and established community involvement.

A Good Listener

This is your property that is being sold, so you need someone who is listening to you and doing what's in your best interests.

Value for Money

Like any service provider, your agent needs to have excellent work ethic, a ton of integrity and a focus on what's best for you.

Honesty First, Always

Realistic sales prices, open lines of communication and transparent dealings are all the absolute minimum you should expect from your agent.

A Team Player

Many hands make light work! A successful agent always has a strong team to support them, and you.



Selling your commercial property via Auction

How an auction works:

Choose the best location

If your property has a great view, we recommend having an on-site auction. You can also sell as an on-site auction where a selection of properties are auctioned off in one night - which can be another great draw card for buyers.

Target the right buyers

Auctions have a buzz of excitement - but to create that, you need to make sure you've got qualified buyers there. This is where a targeted marketing campaign comes into play.

Conduct Private Inspections

We recommend holding private inspections in the lead up to the auction. Potential buyers can view your property and, with the limited time frame, it adds to the urgency of the sale.

Host the Auctions

This is where your auctioneer will take the lead and help you secure the best price possible for your property.

**Create Urgency
and other seller
benefits of
auctions:**

Create competition and Urgency

Capitalise on the excitement and sense of competition that an auction creates to bring a buyer to make that final decision or bid against each other to make your sales price higher.

Price Protection

You and your agent will set the reserve price for an auction, so you're protected from getting less than what you are willing to sell for.

Increase your reach and buyer variety

When your property goes under the hammer with other listings, it can attract buyers who weren't originally aware of your property.

Is your preferred sales method a private sale?

How a private sale works:

List your property for sale

A comprehensive marketing strategy with multiple touchpoints is essential to target the right kind of buyer for your property.

Receive a offer

When someone is interested in buying your property, they will submit an offer for consideration. Typically, a buyer will try to negotiate for under the asking price.

Negotiate the deal

This is where your agent's experience is essential! Negotiations need to work for both sides but of course, your agent should be in there negotiating for you to get the best price.



Maintain privacy and other seller benefits of private sales:

Buyers comfort zone

Listing a property for sale and inviting expressions of interest is a less interactive process than an auction, which may suit some buyers better.

Lower cost

If you are on a tight budget and don't have an immediate need to sell your property, you may prefer a listing with a low-key marketing campaign.

Privacy

Auctions tend to be quite high profile so if you are wanting a more "under the radar" approach to sell your property, a private sale would be a better fit.

Set a sales price

Get the best sales price with an accurate assessment:

Assessing the value of a commercial property is based on a number of factors and provides the cornerstone for setting a sales price with your agent. The assessment should include:

Prevailing market conditions

What's happening in the property market and, more broadly, the local economy.

Relevant sales statistics

Agents should use Price Finder, the leading source of commercial property data in Australia, which allows them to generate reports and perform information checking to get a realistic market assessment to help determine the value of your property.

Your property's unique attributes

Where you are located and the property's benefits need to be considered, as each property is different and will appeal to different types of buyers.

Check your financial house is in order

Complete a review of your overall financial standing:

Asset Finance

Whether you plan to re-invest the profits from the sale or use them to pay off current debt, a change in assets requires a review of your Asset Finance. It's best practice to talk to a finance broker to understand your options before the sale has been completed.

As well as more specific finance options that can be tailored to your individual business needs.

For more information or to speak to one of our Mortgage Brokers agents go to www.gardian.com.au/about-gardian-finance

Taxation and Financial Advice

Considering the best tax structure to hold your property is critical at purchase. Our in house Self Managed Super Fund Specialist Adviser can help you to minimise the tax on income and capital growth for your property, whether you are leasing back to your business or to someone else. We can assist with the set up, the ongoing management and compliance, allowing you more time to focus on what's important to you.

For more information or to speak to one of our Advisers go to www.gardian.com.au/about-gardian-financial-planning

Insurance

Contacting a well-connected insurance broker allows you to easily re-evaluate and compare your insurance options across Australian and internationally owned insurance corporations. A business focused insurance broker will be able to assist with:

- Professional indemnity insurance
- Business insurance
- Public liability insurance
- Workers compensation insurance
- Commercial motor vehicle insurance

As well as more specific insurance options that can be tailored to your individual business needs.

For more information or to speak to one of our Insurance agents go to www.gardian.com.au/business-insurance



1	Project setup	2 days
2	Requirements gathering	1 day
3	System architecture	1 day
4	UI design	1 day
5	Backend development	10 days
6	Frontend development	10 days
7	Integration	1 day
8	Testing	1 day
9	Deployment	1 day
10	Documentation	1 day
11	Project review	1 day
12	Project closure	1 day
13	Project handover	1 day
14	Project evaluation	1 day
15	Project reporting	1 day
16	Project archiving	1 day
17	Project cleanup	1 day
18	Project maintenance	1 day
19	Project support	1 day
20	Project training	1 day
21	Project communication	1 day
22	Project collaboration	1 day
23	Project coordination	1 day
24	Project management	1 day
25	Project planning	1 day
26	Project organization	1 day
27	Project execution	1 day
28	Project monitoring	1 day
29	Project control	1 day
30	Project evaluation	1 day
31	Project reporting	1 day
32	Project archiving	1 day
33	Project cleanup	1 day
34	Project maintenance	1 day
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100	Project training	1 day

With you at every step.

Put your Commercial Property on the market

Investing in a marketing campaign is the best way to position your property for sale. The more touchpoints you have with your prospective buyers, the more likely they are to enquire on a property that could suit their needs.

As a guide, this is what a marketing strategy should include:

Marketing Preparation

- Photo shoot to create an image library of your property.
- Video Shoot and production to create a property video, suitable for TV and digital platforms.

Digital Marketing

- Premium listings on 3 top commercial rated real estate sites in Australia: realcommercial.com.au; commercialrealestate.com.au & commercialready.com)
- Support listings on online directories such as the selling agents own website.
- Social media promotion across multiple platforms such as Facebook, Google Ad's and LinkedIn pages.

Mass Media Marketing

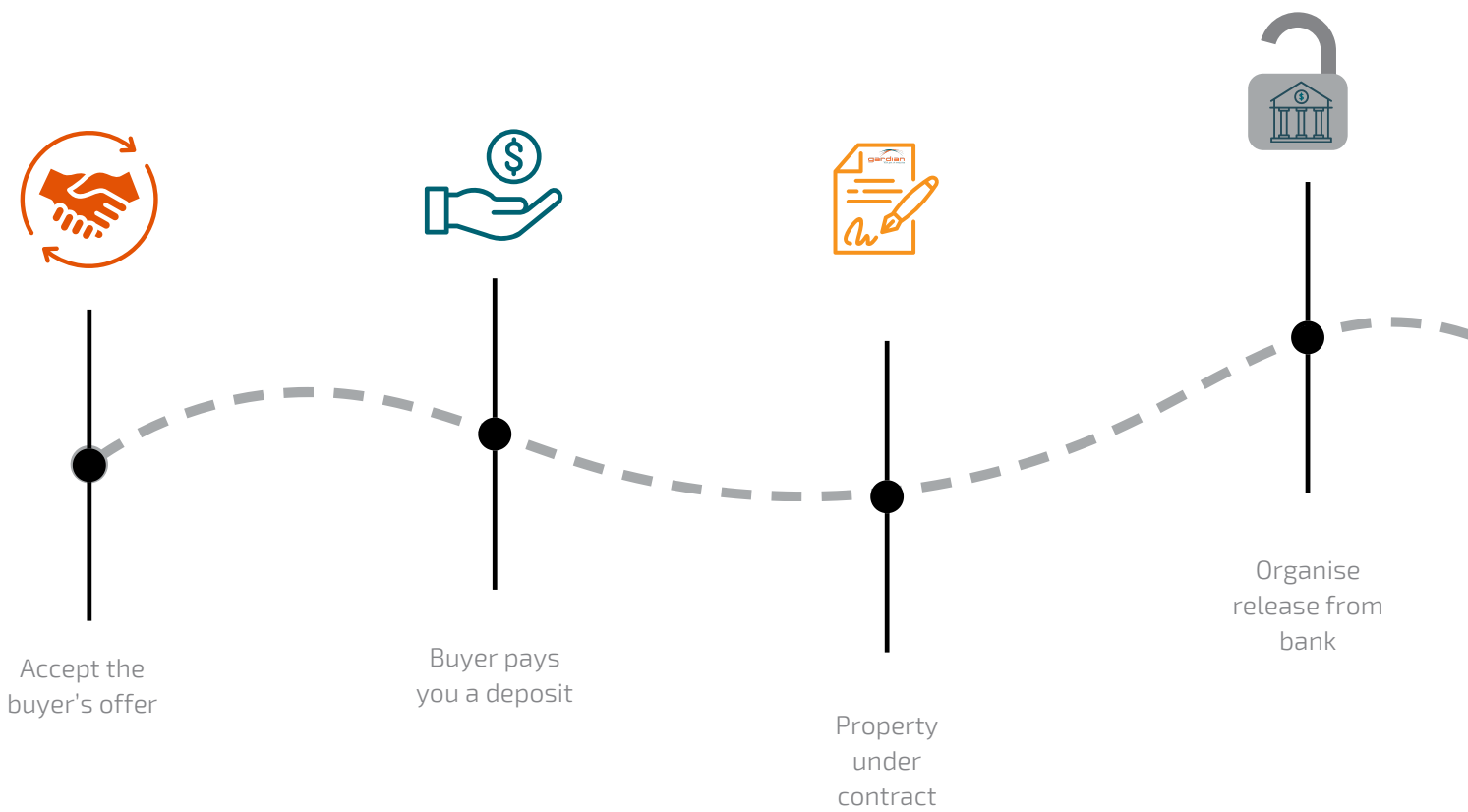
- Print media ads in the Mackay regions; local weekly print productions and national papers as required.
- Bulk email to Gardian database.
- Range of marketing collateral, including window display, sign board, marketing brochures & information memorandum.

Point of Sale Marketing

- For Sale signage including photos and relevant property details.
- Open and private inspections by appointment.

Complete the Sale

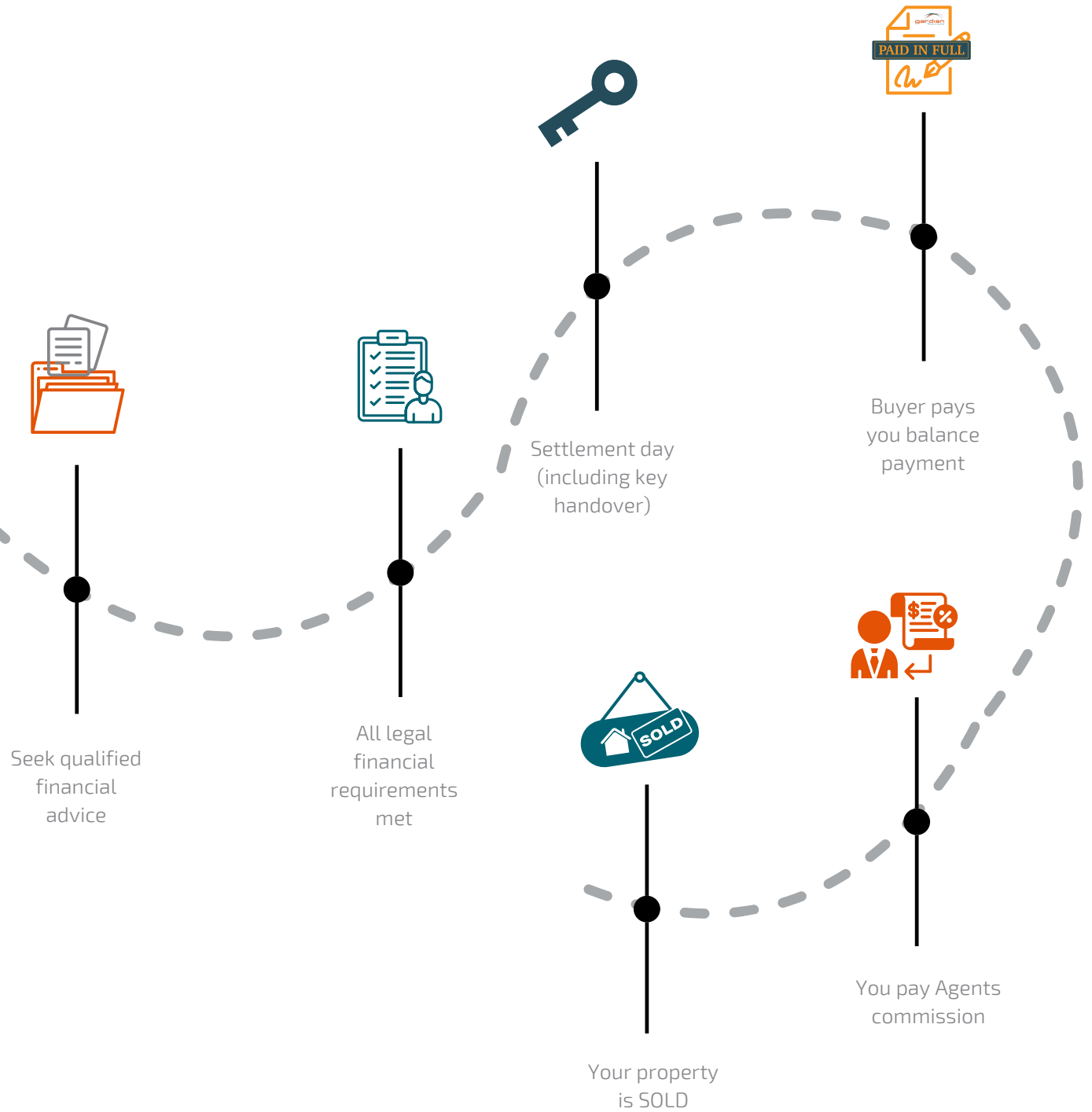
The last steps to selling your commercial property.



Best Practice for Agent commission rates

In Queensland there is no standard or recommended commission rate on commercial sales. Gardian's commission rates are competitive and based on our regional market.

With you, at every step.





Our business partners

