

REALTORS® Signature Series Speakers Bureau

Bob McComb



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Speaker fee: \$3,500 + expenses

Course Length: 2-6 hours

BIO

Bob McComb started his successful brokerage career in commercial property brokerage in the San Francisco market in 1983. He quickly rose to the ranks of top producer, representing owners of high-rise towers in the downtown market. He has been the leasing agent for the landmark building, the Transamerica Pyramid and scores of other buildings.

In 1991 he became founder of a well-respected commercial real estate company in San Francisco. As a top broker he has negotiated hundreds of transactions, and as an owner of a real estate company he has reviewed hundreds more.

Bob was a regularly featured columnist for the Alameda Newspaper Group on the subject of commercial property and also provided columns for the Commercial Property Guide on the subject of negotiations. He is the co-creator of three popular and successful commercial real estate agent training programs, *Top Dogs*, *How to Run with the Big Dogs in Commercial Real Estate*, *How to Fast Track Your Commercial Real Estate Expertise* and *How to Create Top Dogs*, an audio series for managers. He is the author of *Navigating Commercial Property Leases, a Tenant's Guide to Commercial Property Leases*, and *The Field Guide to Commercial Property Investing*.

Bob is a highly sought after speaker on commercial real estate and has spoken for the National Association of Realtors and many of the major commercial real estate networks throughout the country.

COURSE DESCRIPTIONS

Commercial Property Fundamentals, includes:

Introduction to Office Properties: Agents will learn about the fundamental aspects of office properties and learn the right questions to ask when meeting with owners and potential tenants.

Introduction to Industrial Properties: Agents will learn about the fundamental aspects of industrial properties and learn the right questions to ask when meeting with owners and potential buyers and tenants.

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Introduction to Retail Properties: Agents will learn about the fundamental aspects of retail properties and learn the right questions to ask when meeting with owners and potential tenants.

Introduction to Multifamily Investment Properties: Agents will learn about the fundamental aspects of multifamily investment properties and learn how commercial property is valued and financed.

Leasing Fundamentals, includes:

Introduction to Commercial Property Leasing: Agents will learn about all the various types of leases, and learn to differentiate the important economic aspects of leasing commercial property. They will also learn the most important clauses in standard form leases and how to negotiate them successfully

Tenant Representation: Agents will be introduced to the eight steps to successful tenant representation: Needs Analysis; Market Survey; Site Inspections; Space planning; Letters of Intent & Request For Proposal; Economic Analysis; Lease Negotiations; and Occupancy and Beyond.

Commercial Property Sales, includes:

Sales Transaction and Anatomy: An introduction to commercial property purchases, in depth economic analysis, and how to structure a successful sales transaction.

Comparative Market Analysis: Agents will learn how to use the comparative market analysis to establish value, justify purchase offer prices, how to collect information, and use comparable market data in their daily practice.

Valuation and Financing Commercial Property Transactions: Agents will learn how to correctly value commercial property in the context of how it can be successfully financed in order to meet current market conditions.

Understanding Options: Agents will be introduced to the use of options in both the lease and the sale transaction, including first right of refusal, first right of opportunity, how to establish price in options, and how options affect the salability of commercial real estate.

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Listing and Marketing Commercial Property, includes:

How to Become a Top Listing Agent: Agents will learn the techniques of top listing agents and how to structure their practice in commercial real estate to become a strong listing agent. Agents will learn the source of quality listings as well as strategies to move up the food chain to better quality property representation.

Understanding the Marketability of Commercial Real Estate: agents will learn the four key factors that affect the marketability of commercial real estate, and how to correctly position their listings in the marketplace to affect a rapid lease up or sale of their commercial listing. They will also learn how to work with owners to align the four key factors to ensure the sale-ability or lease-ability of their listings.

How to Effectively Market Your Commercial Listings: Agents will learn how to correctly market their listings and how to use their existing listings to attract better listings, using their marketing techniques.

Secrets of Top Producing Commercial Real Estate Agents: The five key identities agents must adopt and develop to make meaningful change in their business practices to achieve stratospheric production levels. How agents can formulate a vision, mission, roles and goals to reduce their workload and increase productivity.