



*Re/Max Acclaimed Realty
Commercial Division
2345 York Rd.
Timonium, Maryland 21093
410-561-0055
Fax: 410-630-3717*

Re/Max Acclaimed Realty Commercial Division Industry Specific Training Program

This course is meant to get brand new agents up to speed with the industry knowledge quickly. If a brand new agent completes this course within the first three weeks of starting, he or she will be ready to go to work to build a practice. The course content includes:

Introduction

- How to get the most from the course
- Personal productivity tips
- Three areas of focus for maximum growth
- The three types of businesses you own
- The path to success
- And more

Lesson 1: Overview of the Industry

- The property categories in the industry
- People you must get to know
- The different types of transactions
- The roles that brokers play in each transaction
- How commercial real estate agents are paid
- Tools one must have to be successful
- Strategies for success in the industry
- And more

Lesson 2: Fundamentals of Office Space

- Categories and classes of office buildings
- Core areas and common areas
- Core depth, mullions and space efficiency
- Load factors and common area maintenance charges
- HVAC systems
- Electricity and communications
- Parking ratios
- Life safety requirements
- Tenant Improvements
- Important questions to ask about office space
- And much more

Lesson 3: Fundamentals of Industrial Space

- Industrial property types
- Clear height, clear span, and cube space
- Common construction types
- Common area maintenance charges and net charges
- Electrical capacities



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- Water, floor drains, and effluent treatment
- HVAC systems
- Floor loading capacities
- Parking ratios
- Life safety requirements
- Environmental inspections
- Important questions to ask about industrial properties
- And much more

Lesson 4: Fundamentals of Retail Space

- Categories of retail space, including regional malls, power centers, strip malls, big-box retail, free-standing retail, and community commercial or urban street retail
- Tenant mix
- Demographic surveys
- In-line and end-cap stores
- AM and PM sides of the street
- Traffic counts
- Tenant improvements
- Percentage leases
- Important questions to ask about retail properties
- And much more

Lesson 5: Fundamentals of Multi-family Residential Properties

- Size categories
- The development cycle
- Evaluations of location
- Age and condition considerations
- Vacancy factors
- Unit mix, amenities and other things that affect tenant turnover
- Gross scheduled incomes
- Expenses
- Net operating incomes
- Inspections
- Important questions to ask about apartments
- And much more

Lesson 6: Land Uses and Zoning Issues

- Land uses
- Land brokerage
- Rights to natural resources
- Ground leases
- Zoning laws
- Permitted, conditional and prohibited uses
- Spot zoning, re-zoning, variances, subdivision and up-zoning
- Density
- Easements
- Natural and legislated growth boundaries
- Legal, but non-conforming uses
- And much more



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Lesson 7: Investment Analysis

- Three ways investors make money on commercial property
- Leveraged appreciation
- Gross rent multipliers
- Gross scheduled incomes
- Net operating incomes
- Capitalization rates
- Cash on cash returns
- Depreciation
- And much more

Lesson 8: Commercial Property Valuation

- Definition of fair market value
- Steps for a comparative market analysis
- Comps – what they are and how to get them
- How to access information about properties
- How to establish price
- Replacement costs
- Commercial property appraisals
- And much more

Lesson 9: Commercial Property Financing

- How lenders look at commercial property
- Reserves
- Debt service ratios
- Loan to value calculations
- How to find good financing
- The impacts of financing on property valuation
- And much more

Lesson 10: Owner Representation

- Eight steps to representing owners effectively
- Listing contract terms
- How to understand client needs and desires
- How to gather complete property information
- Marketing collateral materials
- Effective marketing of listings
- Systems for continuous communication with owners
- How to effectively handle inquiries and conduct showings
- How to negotiate a deal
- And much more

Lesson 11: Buyer Representation

- Investors vs. owner-occupants
- Needs analysis
- Exclusive agreements
- Comprehensive market surveys
- Property tours
- Purchasing timelines



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- Winning offers
- Negotiation
- Third-party resources to remove contingencies
- Transaction settlement
- And much more

Lesson 12: Tenant Representation - Part 1

- Needs analysis
- Questionnaires for office, industrial, and retail space users
- Client education
- Overview of leasing process
- Timelines for leasing
- Exclusive agreements
- Market surveys
- Evaluation of available space
- Space planning considerations
- How to use architects
- Types of leases
- Subleases
- And much more

Lesson 13: Tenant Representation - Part 2

- Site tours
- Tips for making site tours effective
- Letters of intent: What they are, major clauses and tips for writing them
- RFP's
- Space planning and tenant improvement considerations
- Lease financial evaluation and economic analysis
- Understanding leases – major clauses
- Negotiating to a deal
- And much more

Lesson 13: Tools to Have and People to Know

- Investment analysis software
- Lease analysis software
- Contact management software
- Property information services
- Marketing tools and resources
- How to develop a resources team
- Categories of people you must get to know and tips on how to build relationships
- And much more

Lesson 14: Keys to Building a Successful Practice

- Recap of the entire course
- How to build personal productivity
- Keys to taking action
- How to create a reputation
- How to build a marketing plan



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- Sales skills that need to be mastered
- Introduction to How to Run With the Big Dogs in Commercial Real Estate
- And much more