



## CHEROKEE ASSOCIATION OF REALTORS® GAR CONFERENCE REPORT FORM

Committee/Class Attended: Commercial Opportunities for Residential Agents Date: February 7, 2018

State Director Name: Barbara Lee Young

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Association Executive Report Submitted To: CAOR

Date: 2/14/2018

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### Items Discussed:

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Residential and Commercial agents hold the same Real Estate License

Agents: Residential – 58% Female Commercial – 85% Male

Decision Makers: Residential – 85% Female Commercial – 85% Male

Income: Residential \$39,000 Commercial \$85,000

Education: Residential Bachelor or Graduate 42% Commercial bachelor or Graduate 95%

Commercial opportunity time line:

13.9 months Pursuit, 6.2 months Execution, 2.5 months Collection = total 22.6 months average per transaction

Fees Split Considerations (+/- 10%)

Straight Referral **15%**

Assure loyalty, check in, don't expect coaching **25%**

Assure loyalty bring value **50%**

Work it **100%** (be sure you know RSFvsUSF, docks/drive in, volts/amps, holdover, parking ratio, clear height, credit/LOC, HVAC hours, pricing plan, allowance, base year, etc)

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### Thoughts (Relevancy to CAOR):

Next Steps:

1. Build CRE broker network
2. Probe current prospects/clients
3. Get some training

Barbara Lee Young

Signature