

THE NCREA – VIRTUAL 3 DAY AGENDA

Date: March 28, 29, 30, 2022
Time: 7:00 am pst – 3:00 pm pst
Facilitator: Michael Simpson

Agenda Items

Day 1 – 7:00am pst –
3:00pm pst



Commercial RE Fundamentals

7:00 am – 9:30 am PST

- Introduction to The NCREA
- Terminology, Language, scripts
- Correctly approaching CRE Broker's
- Set up and Marketing Package review
- Rent/Lease Surveys
- Formulas, Calculations, GRM, ROI, Cap Rate, NOI, SGI, Vacancy expense factors, debt service, debt coverage Ratio, Proforma, seller financing

9:30 am – 10:15 am PST

- Buyer Analysis, Buyer ROI Practical Application Exercises & Homework
- Understanding Cap Rate, ROI, is it a good deal
- Costar Comps, what to pull from comps, LOI, Confidentiality agreements
- Determine value using income approach
- Raising value using Forced Appreciation
- 3 different types of ROI
- 5 Benefits of owning investment property

10:15 am PST – 11:15 am PST Lunch

NCREA Coaching Program

10:45 am PST – 11:15 am PST Lunch

Case study, homework, volunteer math practice with Steven

11:15 am – 1:00 pm PST

- Test your knowledge (just for fun)
Determine value using income approach homework review

1:15 pm – 3:00 pm PST

- CRE Systems for Success
- How to find screen and work with investors (buyer's)
- 3 different types of investors
- Investor scripts (buyer)
- Day 1 Closing Thought and Considerations for Day 2

Day 2 – 7:00 am pst – 3:00 pm pst **The NCREA Patented GRID System**
(Heavy math warning)

7:00 am – 9:00am PST

- Seller Financial Analysis: ROE vs ROI
- Seller Listings!
- Determining Seller Motivation Scripts
- Understand Diminishing ROE & when is the right time to sell

9:00 am – 10:00 am PST

- SBA Lending

10 am PST– 10:45 am PST Lunch

NCREA Coaching Program

10:30 am PST – 11:00 am PST Lunch

Case study, homework, volunteer math practice with Steven

11:00 pm – 1:00 pm PST

- 5 Pillars of The Grid System
- CRE Marketing, The importance of 2 step listing process, Seller Scripts

1:15 pm – 3:00 pm PST

- Prospecting/Marketing How to Stand Out to obtain more Exclusive
- CRE TOOLS & Reports Brief Overview of Marketing sites, commercial comparable sales sites, set up package tools – Loopnet, AIR, Buildout, Reonomy Realnex, RPR Commercial, REIS, Costar, Prospect Now, Catalyst etc.
- Case study & Homework and close

- Day 3 – 7:00am – 3:00pm

The GRID System

7:00 am – 9:00am PST

- Why investors buy and sell
- Understanding Diminishing ROE
- The Grid Criteria

9:00 am – 10:00 am PST

COLD CALLING WITH EXPERT RICH ENDERLIN

- Becoming a Market Expert
- Prospecting for Exclusive and Pocket Listings

10 – 10:45 am PST Lunch

NCREA Coaching Program

10:30 am PST – 11:00 am PST Lunch

Case study, homework, volunteer math practice with Steven

11:00 am – 1:00 pm PST

The Grid System 4 Step Overview

- The Grid Criteria
- Income and Outgoing Call scripts for Sellers

1:00 pm pst – 2 pm PST

(subject to change)

- NCREA & CREIPS Designation Certification Testing

2:00 pm PST – 3:00 pm PST

- CRE TOOLS – Resources for phone #'s, email addresses CRM's etc.
- More Income and Outgoing Call scripts, objection handling for Sellers
- Investment planning Strategies
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- Obtaining the Signature
- Scheduling & Suggested Plan of Action Class & Material Review
- Demo Listing Presentation

Closing Thoughts

Additional information

Each day will consist of 2 – 10–15-minute breaks in the AM and PM and a lunch break (Lunch will be “optional” working lunch).