



## **The Importance of Minimizing Transaction Friction in Real Estate.**

In an ideal world, owning and managing real estate is a passive investment. Unfortunately, the reality is that maintaining the value of your assets requires some active involvement, especially when you are in the middle of a sale or lease transaction. One easy area where this involvement pays off, and serves as low hanging fruit, is in reducing "Transaction Friction".

### **What Is Transaction Friction?**

Transaction friction occurs when essential information isn't readily available during a real estate transaction. These obstacles can lead to costly delays, missed opportunities, lost deals, and frustration for all parties involved—landlords, tenants, owners, and buyers alike.

### **How Brokers Can Help Reduce Transaction Friction**

Brokers play a vital role in minimizing transaction friction. Our job extends beyond just connecting landlords with tenants or buyers with sellers. By asking the right questions upfront and creating a comprehensive data repository, we can ensure that the transaction process is as smooth and efficient as possible.

### **Conclusion**

Reducing transaction friction benefits everyone involved in a real estate transaction. By proactively ensuring that all necessary information is readily available, we facilitate smoother transactions, save time, and ultimately increase the value and appeal of the properties we represent. Whether you're a landlord, seller, tenant, or buyer, minimizing transaction friction makes the entire process more rewarding and profitable.

### **What do I do?**

I specialize in helping investment property owners increase their asset value, make profitable investments, and attain their real estate objectives

**Testimonial:** *"I had been looking for a while, when Ces presented me an off-market opportunity. I love the property and the location – thank you Ces for putting this together."* — Rick Barsotti, Mahalo Digital