Three HUGE mistakes sellers make when selling their properties that can cost you MILLIONS (I've seen it!).

Mistake #1 - Clutter, dirt and unfinished construction.
After leading hundreds of prospects on property tours, I can tell you that when the property is unkept – it will drop to the bottom of the prospects' consideration list. In the end, buyers expect a 'below market' price for an unkept property, it's only human nature.

Mistake #2 - Bad record keeping.
Investment property value is driven by income, and leases are the driving force of income. Incomplete leases, nonstandard forms and missing documents detract from value. The intrinsic value of your real estate is based on its proven income, safety of that income stream, and upside. Buyers tolerate lots of things like bad record keeping if you are giving them a 'deal'. Don't be that seller! To get the best price and terms, income and expenses need to be proven and documented.

Mistake #3 - Price too high.
Be realistic, review recent comparable sales with your broker and price your property objectively. Is this the price you would pay for it? Property that is overpriced will sit, and sit, and sit and ... go stale. Property that is priced to market will command qualified offers and you will maintain leverage through the transaction. And don't worry, if the advertised price is below market, you will have enough traffic to bring the price back up.

What do I do?
My focus is real estate investment sales and leasing. I have extensive experience brokering property sales and leases in the San Francisco bay area. I am inquisitive, analytical and strategic, I enjoy learning about your real estate investment goals, and helping you achieve your goals.

Testimonial:
"Ces absolutely delivered on all his promises to us. He quickly identified and showcased our location to other operators in our industry. Through his efforts we were able to determine the best outcome for HenHouse. I highly recommend Ces to anyone looking to maximize their reach and get their property in front of the right audience.
— Shane Goepel, COO and Co-Founder, HenHouse Brewing Company

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