Why Reducing "Transaction Friction" Matters More Than Ever

In today's market, the biggest threat to a successful sale isn't interest rates or buyer demand — it's ***friction*****.**
Missing documents… outdated leases… unclear expenses… questions you can't answer on the spot. These slow everything down, give buyers an excuse to hesitate, and ultimately weaken your negotiating position.

We're in a moment where owners who are organized — truly organized — are winning. They're selling faster, with fewer surprises, and at stronger prices. And it's not magic. It's preparation.

A few simple examples:

- A clean lease abstract removes guesswork.
- Up-to-date expenses and CAM reconciliations build trust.
- Clear records of improvements and permits reduce perceived risk.
- And a well-structured digital "property file" keeps the process moving.

In a low-inventory market, buyers are motivated — but they're also cautious. They want clarity. They want transparency. And the owners who can deliver that upfront are getting rewarded.

My role is to take the guesswork out of this and help you organize the details long before a buyer or lender starts picking things apart. It's a small effort that pays off in a big way.

If you're thinking of ever selling — and especially if a sale is likely within the next 12 months — now is the time to reduce friction and get ahead of the curve.

Happy to walk you through what this looks like for your property.

MERIDIAN COMMERCIAL

Ces Cecchin
CA LIC #01763657
(415) 762-8064
ces@meridiancommercial.com

17 E Sir Francis Drake Blvd., Ste. 203
Larkspur, CA 94939
(415) 451-4900
www.meridiancommercial.com