



How To Succeed in Commercial Real Estate: Second Edition

John L. Bowman

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How to Succeed in Commercial Real Estate is a comprehensive introductory book for those interested in commercial real estate brokerage. It was written for those wanting to enter the profession, residential real estate agents, commercial brokers or anyone interested in commercial real estate. The book provides useful practical knowledge including helpful hints, things to know and things to avoid, which are not found in textbooks or seminars. It explains the main specialty areas including office, industrial, retail and investments. Some keys to success covered by the book include understanding contracts commonly used in commercial real estate, salesmanship, time management, how to get prospects, marketing, negotiations, professionalism and commercial real estate organizations. Considerable detail is provided on the technical knowledge required including law, development, appraisal, taxation, land use, environmental, construction, investment analysis, exchanging, financing, leasing and how rent is quoted. For experienced commercial brokers the last chapter is devoted to the pros and cons of becoming independent. The book presents a time-tested formula for success in commercial real estate, which every beginner should know.

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