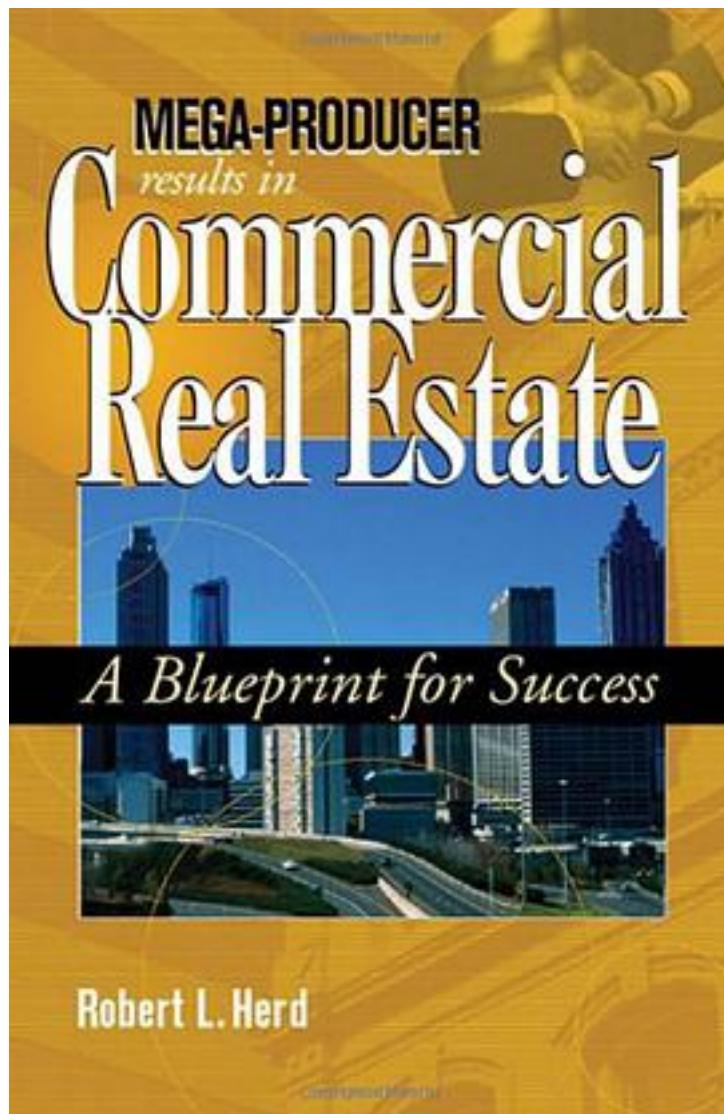


Mega Prod Res Comm Real Est



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Finally -- a working blueprint for real estate professionals to successfully enter or transition into commercial real estate. Bob Herd provides a personal handbook reference for those contemplating the switch into commercial real estate with stories and advice from someone in the field. Part One deals with the many aspects of commercial real estate - getting started, making the switch, training, client acquisition techniques, specializations, property valuation methods, tax consequences, a 5-year plan, listing proposals, purchases contracts, success patterns of high-producing commercial agents, and two interviews with veteran commercial brokers. Part Two dives into investment types with single-family homes and condos, apartment complexes, office buildings, retail shopping centers, mini-storage facilities, land sales, and mobile home parks.

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