

# NOT ALL AGENTS ARE CREATED EQUAL.... *The Broker Matters*



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## CHALLENGE

A Seller recently sold two office buildings in a flat market. The agent he hired took almost a year to sell them. Now he needed to sell two more identical buildings--in the same market. The problem? Now there was 11% higher vacancy and over **48,000 more additional feet of inventory available**. In other words, the Seller was faced with the prospect of longer time to sell, less money or both.... He needed a better answer. He needed a better Broker

## ACTION

Patrick was referred to the Seller by his accountant. Over his 16-year career as a commercial real estate professional, he had become skilled at identifying the highest and best uses for various types of properties and tailoring a marketing campaign that gets the properties in front of the perfect pool of buyers. Patrick took a mental snap shot of the situation and went to work. He studied the market, developing a marketing campaign to **emphasize the property attributes** that would appeal to the perfect buyer. He aggressively marketed and promoted each building domestically and internationally using professional photography, digital distribution, print marketing materials and video.



## RESULT

In a market with an average time on market of over 303 days, the Seller sold and closed on both properties in **79 days**, achieving 100% of his list price.

## TESTIMONIAL

*Patrick did an amazing job. He sold the properties in **record time** and I wish I would have used him with the others. I highly recommend him and plan on using **Patrick and RE/MAX Commercial Advisors** for an upcoming project.*

*Beau A.*

