



PROPOSAL KIT SAMPLE

Commercial Real Estate Broker Proposal

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Howard Morell
Geoffrey Dean
Morell and Dean, Inc.
10224 NW 85th
Seattle, WA 98103

Dear Mr. Morell and Mr. Dean,

It was a pleasure talking with you last week about finding real estate for your company. I believe I understand your company's unique needs, and I would welcome the chance to work with you.

Finding commercial real estate opportunities is both time-consuming and highly competitive. You need a broker who is experienced in commercial real estate law and negotiation. I have fourteen years experience in Washington state area working exclusively with commercial real estate, seven of which have been as a partner in my firm. I understand the demanding nature of the business, and I am keen at avoiding the common pitfalls of less experienced agents. My knowledge of the legal system and the intricacies of contract negotiation will save you money, time, and stress. I am a respected contract negotiator, and I excel at fighting for your best interests without losing out on opportunities.

Based on our preliminary discussion, I have put together this brief proposal. I have taken the liberty of preparing comparisons and features of several potential properties in Eastern Washington for you, as I know you want to move forward quickly.

I do look forward to hearing from you.

Sincerely,

Laurie D. Spanjer
Keely, Dunkirk, and Spanjer
442 Sprague Avenue
Spokane, WA 99206
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Proposal

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New Office Real Estate for Morell and Dean, Inc.

Prepared for: Howard Morell
Vice President of Operations

Prepared by: Laurie Spanjer
Broker

Description

Morell and Dean, Inc. is in need of finding real estate for their company. Keely, Dunkirk, and Spanjer are brokers experienced in commercial real estate law and negotiation. We propose working together to avoid the common pitfalls of less experienced agents and to save you money, time and stress.



Table of Contents

Executive Summary	2
Baker Historical Building Features.....	3
Baker Historical Building Location Analysis.....	4
Columbia Professional Center Features	5
Columbia Professional Center Location Analysis	6
Contingencies	7





Executive Summary

Our Goal...

The goal of Keely, Dunkirk, and Spanjer is to present commercial real estate opportunities to clients and aid in contract negotiation and offer legal advice.

- Scout potential commercial real estate opportunities.
- Provide insightful, reliable contract negotiation.
- Provide legal advice before, during and after the purchase.

Our Process...

Clients of Keely, Dunkirk, and Spanjer can expect exceptional service throughout the entire investment process. The services we offer in a typical commercial real estate process will look like the following:

- Meet with clients and discuss goals, finances (including current financial net worth, assets, financial outlook, liabilities, risks), locations, and legal considerations, and answer any questions clients may have about the real estate process.
- Scout potential properties in target locations and perform thorough location analyses of properties.
- Preview potential properties and assist clients with showings.
- Negotiate offers and all legal contracts with emphasis on protecting the client throughout the purchase.
- Ensure all contract negotiation points, contingencies, and inspections are met in a satisfactory manner.
- Offer ongoing legal advice.

Our Promise...

Keely, Dunkirk, and Spanjer offer you the best commercial real estate team in Washington State. We adhere to stringent legal and ethical standards of practice, and we bring those standards to bear on each and every transaction we oversee. As real estate attorneys, we are allowed by law to offer a level of service that goes far beyond the normal services of a real estate office. We promise to treat each of our clients to the highest level of service available.



Features

Baker Historical Building, 12 Astor Street, Spokane, WA 99206

\$3,249,000.00

- 1924 brick and wood building with 3 floors
- Beautiful location
- High rent district
- Small parking lot with 20 spaces
- 13,200 square feet
- Grand entrance with marble floors
- One east elevator, one west elevator
- Offices with views, beautiful wood floors and high ceilings
- Updated electrical with fiber connection at perimeter of building
- HVAC installed
- Handicap access
- Solid lease history, with occupancy rate average of 99%
- CBD zoning



Location Analysis

Keely, Dunkirk and Spanjer have performed a thorough business location analysis. Following are the results.

Baker Historical Building, 12 Astor Street, Spokane, WA 99206

Location: Built in one of Spokane's most desirable locations, just minutes from downtown, Baker Historical Building commands some of the highest rent per square foot in the Spokane area.

Security: The building was built in 1924 and has very few security measures in place, though the neighborhood itself sees very little crime. Spokane has one of the lowest crime rates in the nation. However, security features should be added to the building.

Access: There is a small parking lot with handicap access adjacent to the building and free street parking. Streets are narrow, one-way streets with lighter traffic than the downtown area, but still congested during rush hour because of access issues. This is typical of the historical district.

Demographics: Spokane is the second largest city in the state, with a population of about 200,000. As of last year, there were 87,941 housing units at an average density of 1,522.6 per square mile. As of the 2000 census, ethnic percentages stood at 88.9% White, 4.4% Multiracial, 3.5% Hispanic, 2.5% Asian, 2.0% African American, 1.5% Native American, 0.6% from other races 0.2% Pacific Islander. The average household size was 2.32 and the average family size was 2.98. The median income for a household in the city was \$32,273, and the median income for a family was \$41,316.. The per capita income for the city was \$18,451. 15.9% of the population and 11.1% of families were below the poverty line. However, since February two years ago the population has increased rapidly due to the decrease in the average cost of living and increase in the job market. Spokane was #49 on the Men's Journal "50 Best Places to Live" list, #5 on the Forbes Magazine "Safest Places to Live" list, and #35 on the Inc. Magazine "Top US Cities for Doing Business" list. The city enjoys cultural arts, the renowned Sacred Heart Hospital, and a lively downtown district. The city is very much family-oriented, and enjoys 270 days of sunshine per year, with hot summers and cold, snowy winters.

Competition: While competition in other districts of Spokane surely exists, the historical building has not yet seen any direct competition from neighboring buildings, even though it is a relatively small building. The tenants at Baker Historical are willing to pay high rent for the views, the location, and the lofty office spaces.

Marketing: Baker Historical Building has never marketed its office spaces, yet has a lease occupancy average of 99%. Most tenants are long-term and committed to the location.

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