



# PROPOSAL KIT SAMPLE

## Commercial Real Estate Broker Proposal

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Howard Morell  
Vice President of Operations  
Morell and Dean, Inc.  
10224 NW 85th  
Seattle, WA 98103

Mr. Morell,

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 WA 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 WA for you, as I know you want to move forward quickly.

I do look forward to hearing from you.

Sincerely,

Laurie Spanjer  
Broker  
Keely, Dunkirk, and Spanjer  
(509) 837-5561  
[lsanjer@KDSBrokers.com](mailto:lsanjer@KDSBrokers.com)  
[www.KDSBrokers.com](http://www.KDSBrokers.com)



# PROPOSAL

New Office Real Estate for Morell and Dean, Inc.

Prepared for:           Howard Morell  
                                  Vice President of Operations

Prepared by:           Laurie Spanjer  
                                  Broker



# TABLE OF CONTENTS

Executive Summary .....	2
Location Analysis .....	3
Features .....	5
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 Seattle 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.





# 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.



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

### **Columbia Professional Center, 1200 Main Street, Pasco, WA, 99301**

**Location:** Situated on the Columbia River in Southeastern Washington, Pasco is one of the “Tri-Cities” of Richland, Pasco, and Kennewick. Columbia Professional Center is situated just east of the downtown shopping district.

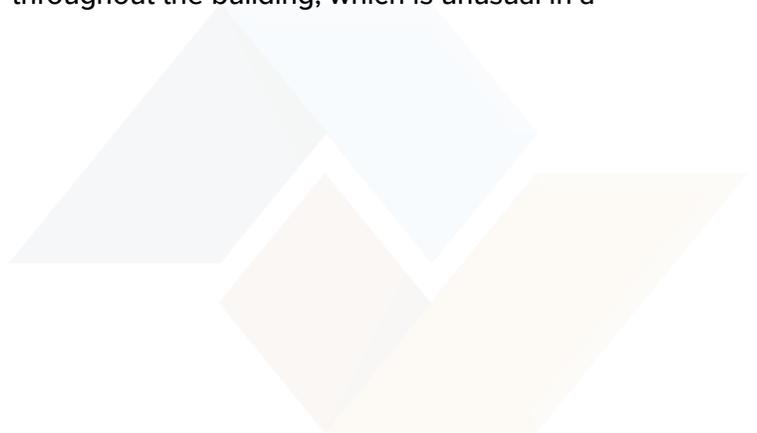
**Security:** The building has a security camera at the entrance, but this is the only security measure currently in place.

**Access:** The building has an easily accessible adjacent lot with 40 parking spaces. Traffic can be a problem on Main Street, but city planners are currently widening the road to put in a turn-lane.

**Demographics:** The Tri-Cities area has a population of almost 200,000, and Pasco is the fastest-growing city in the state. The ethnic population is about 50% Caucasian and 50% Hispanic. The median income for a household in the city was \$34,540, and the median income for a family was \$37,342. The [per capita income](#) for the city was \$13,404. About 19.5% of families and 23.3% of the population were below the [poverty line](#). While poverty is higher than in other areas of the state, the incredible growth of the city will continue to increase opportunities. The city is a large hub for food-processing companies, such as ConAgra, Reeser’s, and Simplot. The city also has several premium wineries. Pasco is sunny most of the year, has hot summers and cold winters.

**Competition:** Columbia Professional Center is the largest building within a mile either way, and the closest office building to the shopping district. Though many tenants love the downtown location, competition from office buildings in the suburbs is growing. Updates to the building have enticed tenants to stay.

**Marketing:** Marketing should be aimed at tenants who need their business close to the shopping district. Columbia Professional Center is a historical building, and that can be marketed. It also boasts fiber throughout the building, which is unusual in a building of its age and character.



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