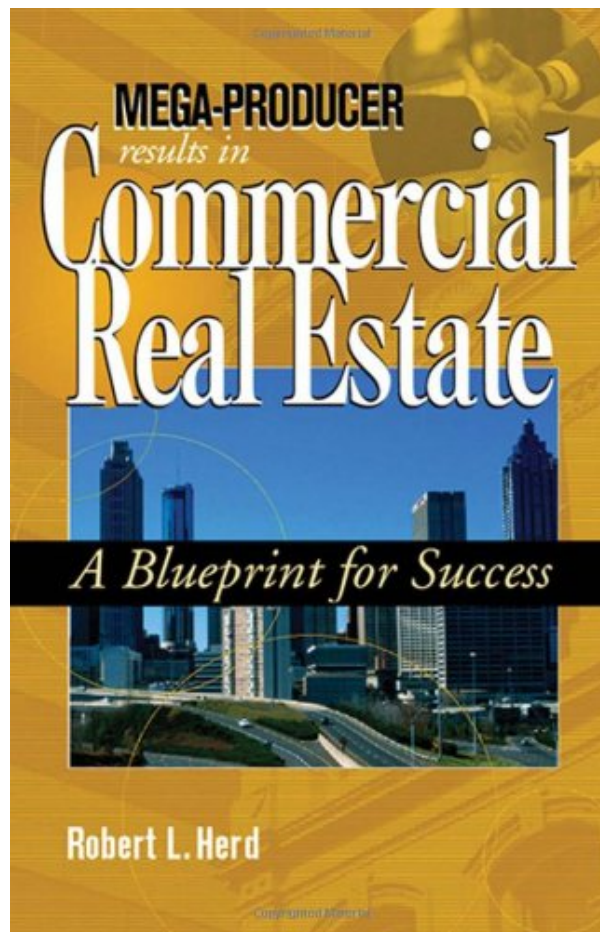
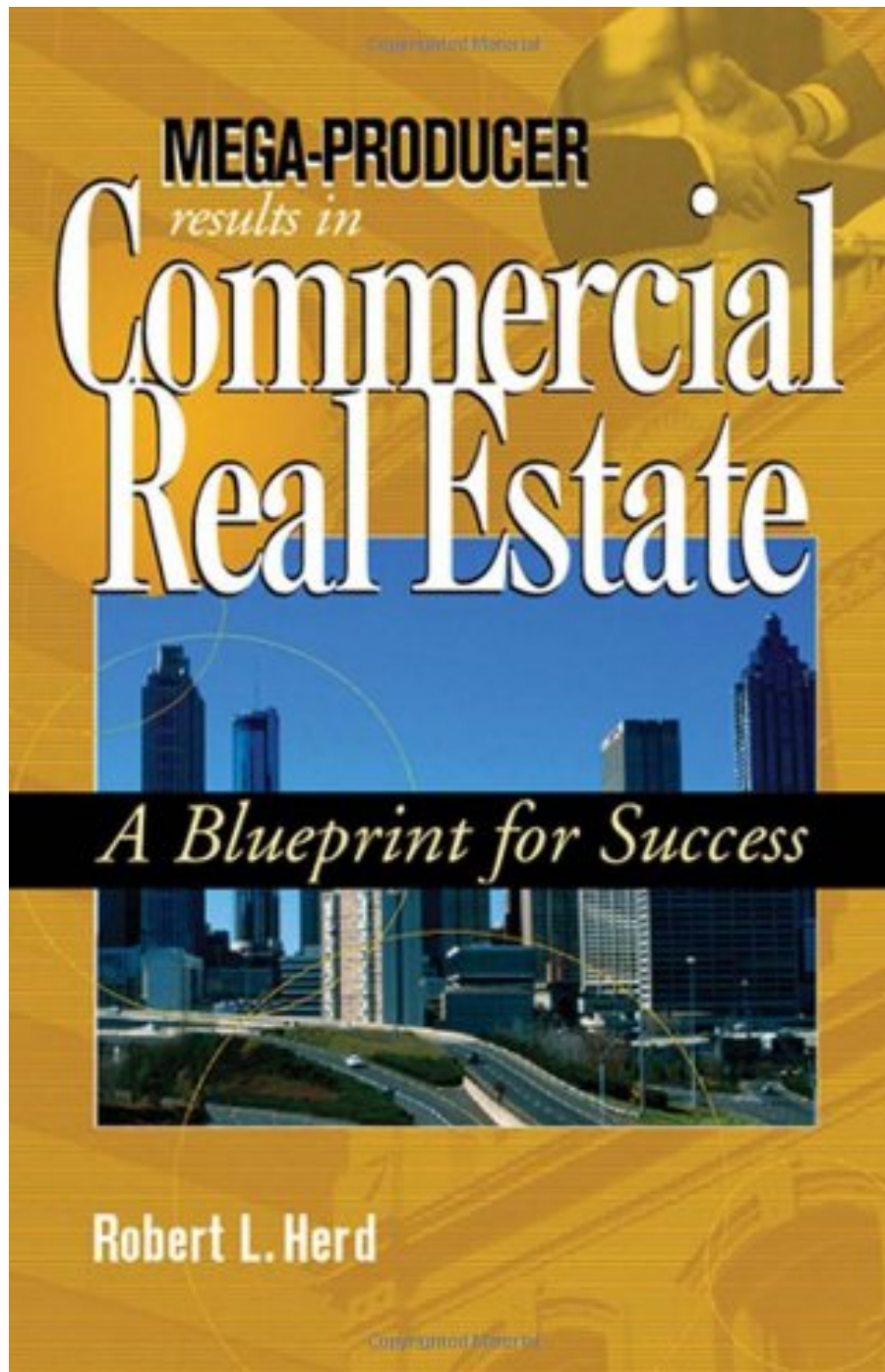


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## Review

"If you have been curious about the Commercial Real Estate field, this book is a great and simplistic guide to not only help you understand the industry but truly decide if a career in Commercial Real Estate is for you."

"Bob has written a winner, an opportunity for anyone considering a career in Commercial Real Estate to make an intelligent decision based on fact and real life experiences. Each chapter offers a glimpse into the day-to-day world of a commercial agent. Bob takes the reader on a journey, sharing truths rather than fiction. It should also be read by anyone already in the real estate profession."

I recently opened my own brokerage / property management company in New York City and will expand it to San Diego. I found Mega-Producer Results in Commercial Real Estate outlines a clear-cut path to those coming into the industry and serves as a refresher for those in the industry to never forget the basics.

I love your book and find it very easy to understand with no BS or fluff! I work at one of the largest commercial firms in Phoenix on a top team that specializes in the sale/lease of industrial buildings. Thanks for writing such a good book.

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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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I love your book and find it very easy to understand with no BS or fluff! I work at one of the largest commercial firms in Phoenix on a top team that specializes in the sale/lease of industrial buildings. Thanks for writing such a good book.

## Most helpful customer reviews

3 of 6 people found the following review helpful.

Commercial Real Estate

By Timothy Merriman Jr.

This manuscript is a good beginning for those who are curious. It is also a good pocket guide for those who wish to achieve a quick glance into the working of commercial real estate and the differences that occur with respect to residential.

4 of 4 people found the following review helpful.

Good Book

By Mariusz Skonieczny

I found this book to be a pretty good introduction to commercial real estate sales. It is targeted toward brokers instead of investors. Newer commercial real estate brokers have to do more prospecting for clients than those who have been in the business for many years and have repeat clients. The author is really helpful in educating readers how to improve a cold-calling experience. He writes, "If you really want to make your cold-calling experiences the most profitable that they can be, take the time to write each investor an introductory letter first. Tell the investors that you specialize in whatever their commercial holdings are and that as a way to get to know them, you will be sending them a complimentary newsletter on a regular basis."

I would not say that this book will teach readers everything there is to know about commercial real estate brokerage, but it definitely belongs on the shelves of serious brokers.

- Mariusz Skonieczny, author of *Why Are We So Clueless about the Stock Market? Learn how to invest your money, how to pick stocks, and how to make money in the stock market*

3 of 3 people found the following review helpful.

Excellent book covering commercial real estate

By For You

This book is well written and easy to read. My knowledge is very limited on commercial real estate and I've been looking for books covering the introduction to commercial real estate in general. This one is by far the best I've ever read.

See all 6 customer reviews...

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