



Property Sales & Owner Representation

The Shepherd Group's approach to property sales is based on the principal of providing value added services that generate the most benefits to you—all while keeping a watchful eye on current market conditions and trends.

The basic procedures are outlined below:

- Meet with the you to discuss your goals
- Thoroughly review the property and develop a detailed understanding of the features and attributes of the property as well as comparisons with competing properties.
- Review current market conditions and recent transactions
- Analyze the properties and determine reasonable estimates of value – Analysis are developed from the perspective of you and the purchaser
- After reviewing current market conditions and the your goals, develop pricing and marketing strategies to achieve your goals
- Search for buyers for which your properties match their criteria – Marketing strategies could include signage, targeted mailers, flyers, entries in appropriate electronic data bases, web sites, and cold calling
- Arrange for Property tours
- Solicit offers and begin Negotiations
- Developing creative transactional structures that could facilitate the sales process e.g., special financing, rent to own, contractor selection/pricing, assistance with development of business plans, etc.
- Assistance with financing, where appropriate
- After basic agreement (LOI), finalize negotiations on actual contract
- After contract is signed, coordinate Due Diligence reviews with purchaser (lease reviews, tenant discussions, property inspections, verify income and expenses, etc.
- Discuss Due diligence findings with the client and if necessary, renegotiate the terms
- Prepare management transition plan (tenant notices, bank accounts, service contracts, etc.)

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