

POSITIONING YOUR PROPERTY TO SELL:

DEFINE THE BUYER AND ALIGN YOUR STRATEGY

Start with a clear understanding of your target buyer. Is your property best suited for an owner-user, an investor seeking stable cash flow, or a developer looking for redevelopment potential?

In today's market, this is not always straightforward. In certain submarkets with limited inventory, partial vacancy can actually create more value than a fully stabilized asset by offering flexibility to owner-users or value-add investors. Once the buyer profile is defined, your messaging, financials, and overall positioning should be aligned to that audience. Investors will focus on income, lease structure, and return potential, while owner-users are driven by usability, location, and long-term control.

PRESENTATION AND DOCUMENTATION

Presentation plays a significant role in perceived value. A clean, well-maintained property without deferred maintenance issues reduces perceived risk and helps avoid pricing retrades during due diligence. Simple improvements such as fresh paint, landscaping, or updated common areas can enhance value without significant cost.

Equally important is having documentation prepared and organized. Providing current rent rolls, operating statements, lease agreements, and a summary of recent capital improvements builds credibility and allows buyers to move quickly through underwriting and decision-making.

PRICING AND MARKET EXECUTION

Pricing strategy is critical to generating activity and achieving a strong outcome. Overpricing can cause a listing to sit and lose momentum, while underpricing may leave value unrealized. A well-supported price based on comparable sales, current listings, and market trends positions the property competitively. In some cases, strategic pricing can create multiple offers and improve the final result.

Execution is just as important. High-quality marketing, including professional photography, clear financial summaries, and targeted outreach through broker networks and digital channels, ensures the property reaches the right audience. In a competitive market, consistent visibility and credibility drive engagement.

Positioning a property for sale is a strategic process that goes beyond simply listing it. By aligning the asset with the right buyer, presenting it professionally, and executing a disciplined marketing strategy, owners can create stronger competition and achieve better outcomes.

WANT MORE INSIGHTS?

Contact our brokerage team today for personalized insights and hands-on support. With extensive experience in advisory services and a deep understanding of the commercial real estate market, we are committed to guiding you through every step of your investment journey. Let us help you achieve your CRE goals with confidence.

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