



**firstnational**  
COMMERCIAL

Expertise





## A New Era

**First National Commercial heralds a new era of choice in Australian commercial real estate.**

Aligned to Australia's premier network of independent agencies, First National Commercial offers unrivalled clarity of purpose and expertise at a local level. Rejecting the established complacency of chiefly CBD commercial operators, First National Commercial brings a fresh approach to the table in all capital cities and major regional centres.

With a focus in suburban sales, leasing, property management and appraisals, First National Commercial has developed systems, training and quality assurance that guarantees the very best in service and results.

Whether you're looking to buy, sell or lease commercial or industrial property, First National Commercial sets the pace in commercial real estate. Our local knowledge combines with national strength.

**We put you first**



# Commitment

First National Commercial *insert co-branded office name if applicable* has the essential skills, experience and local knowledge to efficiently cater to your business.

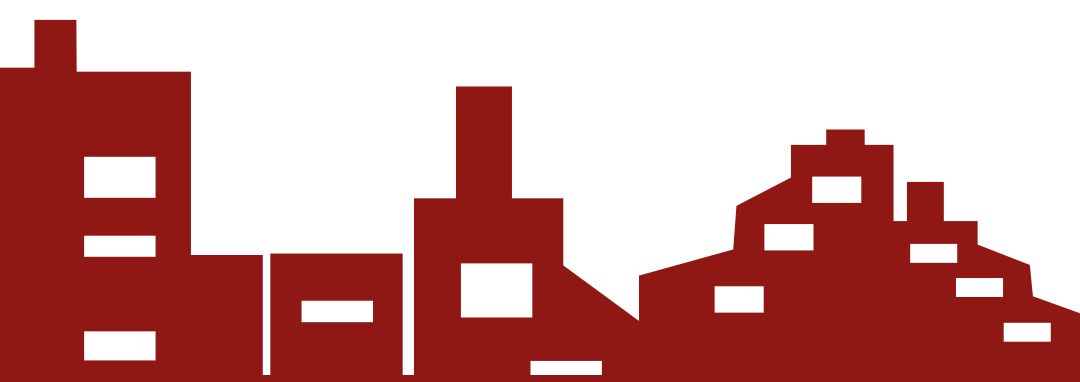
Whether the transaction involves development sites, CBD office buildings, subdivisions, retail shopping centres, bulky goods premises, or industrial property, our team has but one goal - to ensure your expectations are exceeded.

Recognising that the vast majority of commercial offices, retail space and industrial property exists outside the bounds of central business districts, First National Commercial has refined systems that specifically suit suburban markets. Though in the case of CBD property, we're equally well placed.

**Supported by award winning customer/property matching systems, First National Commercial quickly identifies prospective buyers and tenants, guaranteeing them instant notification as properties become available and, as a result, delivers faster outcomes for our clients.**

## INDUSTRY AFFILIATIONS

- Property Council of Australia
- State Real Estate Institutes
- Real Estate Institute of Australia
- Urban development Institutes





# Scope of Services

First National Commercial insert co-branded office name if applicable is a full service agency, committed to accurate appraisals as well as sales, leasing and property management excellence.

## Sales

To achieve outstanding results, we begin with thorough consultation. Without a comprehensive understanding of your goals, your property, and its highest and best use, opportunities risk being overlooked.

We'll outline a range of alternatives that incorporate a variety of marketing and sale methods, explaining their advantages and disadvantages, to arrive at the solution that best suits you. From there, we'll tailor a campaign that targets specific audiences to ensure success.

## Leasing and Management

Our property management team are skilled in all contractual aspects of commercial property leases and ongoing management. A comprehensive training regime assures high-level knowledge of legislative change, market developments and risk management.

First National Commercial conducts regular rental yield reviews, keeps a close eye on contractual compliance and makes sure stakeholders are kept informed.

## Essential Safety Measures

All public buildings must have appropriate life and fire systems that assure occupant safety. First National Commercial will assist your organisation to ensure its full compliance with Essential Safety Measures legislative obligations.

## Depreciation Schedules

Incorporating a depreciation schedule in your Information Memorandum helps potential customers better understand how your property will suit their needs. It can assist in the offsetting of financing costs, making properties viable when potential buyers may have perceived them to be otherwise. First National Commercial is well equipped to assist with such schedules.

# Results

First National Commercial *insert co-branded office name if applicable* has a proud history of success in *insert region*. Our many satisfied customers attest to our commitment.



## Customer comments

*First National Commercial insert Office Name* - was the only one to provide us with consistent and professional service. Communication was excellent and feed back was always provided promptly. Queries and suggestions were followed up. They take care of purchasers and vendors needs alike”

Rob Banks  
**Smithville**

First National Commercial *insert co-branded office name if applicable* sales highlights

- Reflection On The Sea - Retail Shops, Coolangatta SOLD\$36.85 million
- Tweed South Bulky Goods Centre – KFC, Hungry Jacks etc, SOLD\$32.5 million
- Beachfront High-rise Development Site, Broadbeach SOLD\$22.4 million
- Australian Tax Office, Wollongong NSW SOLD\$22.0 million

# Our Team



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# Marketing Strategy

Commercial property marketing involves much more than erecting a signboard and placing advertisements.

These days, in addition to traditional methods of promotion, agents must engage with customers through social media, contact databases, eMarketing and websites. So while print media is an important component of your marketing campaign, it's only one part of a comprehensive campaign.

First National Commercial has invested heavily in online resources that ensure consumers searching for commercial real estate find our websites first. Search engine optimisation is crucial to maximising the audience for your property and independent experts voted First National number one at Inbound Marketing in 2009, beating the top 30 real estate brands nationally. This guarantees more potential buyers or tenants will view your listing, creating more opportunities to maximise results.

First National Commercial agents have an award-winning tool at their disposal – Utopia. Utopia is First National's customer contact database that instantly matches buyers and tenants to properties, notifying them by SMS or email. Exclusive to First National Commercial, Utopia assures no opportunities are missed.

Whatever your goal, we'll take the time to tailor your marketing plan and explain how it will attract the right customer to your property.

Your First National Commercial consultant knows the market and how to target the right audience.



# Sale Methods

## Private Treaty

Private Treaty involves setting a price for your property before offering it for sale. Whilst many organisations initially feel more comfortable with this method of sale, there are a few things to consider before submitting commercial property for sale in this manner.

Firstly, an initial asking price must be determined. This, in itself, is difficult as the true value of any property is what the market is prepared to offer. If underpriced, a property will sell quickly and the price cannot be maximised. If overpriced, a property may sit on the market for a long period and risk going 'stale' or being overexposed.

First National Commercial will conduct a professional Comparative Market Analysis to help you arrive at a realistic price expectation for your property, if this sale method is chosen.

While Private Treaty may seem like a more relaxed approach to the sale of commercial property, there's also less incentive for buyers to expedite negotiations and to complete their purchase. There is no time limit for the sale and buyers may be tempted to use this to their advantage.

## Sale by Public Auction

An auction is a public sale where buyers bid against each other to purchase property. If the highest bid is acceptable to the vendor (the seller), the sale occurs on the fall of the hammer. The property is 'passed-in' if the highest bid fails to meet the vendor's reserve price.

For the vendor, auctions offer benefits including:

### Competitive Bidding

Buyers compete against each other rather than against you.

### Pricing Issue Eliminated

As the reserve price for an auction is usually set just prior to the auction, you benefit from **four to six weeks** of market feedback that assists in the determination of an appropriate reserve price.



## Defined Timeframe

Interested parties have a set timeframe to work towards - usually **four to six weeks**. This ensures they give the property their full attention during the marketing period. Parties must have their finances organised and be ready to act by the date of the auction. This invariably leads to a more focused buyer and a more successful outcome.

## No Cooling Off

A sale made at auction is definite. No cooling off period is applicable so the potential for a buyer to change their mind and withdraw is eliminated.

## No Advertised Price

Promotion of the property during the marketing period can attract interest from a wide range of potential buyers. If there is strong demand, interested parties will compete with each other, sometimes resulting in the sale price exceeding expectation.



## Public Tender

Public Tender offers an ideal way to gauge interest when an appropriate price is difficult to determine. It has the same advantage as auction insofar as there is a specific timeframe set for the sale. The price issue is also deferred until the tender period is over and this is advantageous. The main advantage in selling by Public Tender is that buyers must make their own assessment and put forward their offer in the absence of any other market feedback. Where a buyer is aware that demand could be significant, there is pressure upon them to submit an offer that may be well above market value in order to assure their success.

## Expression of Interest

Expression of Interest campaigns may be chosen when a property is unique, there being no reliable comparison which can be used to determine an appropriate asking price. Buyers are required to indicate to your agent what they would be prepared to offer.

However, this method lacks the finite selling period imposed by Auction or Public Tender and buyers sometimes feel less inclined to become involved, as they have no idea what the owner's expectations are. Indeed, unless the property is unique, buyers may assume that the owner's expectations are too high and that disclosure of the price would dissuade buyers.

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