ABOUT DANIEL

DANIEL FEFFERMAN

BROKER-ASSOCIATE | FOUNDER

Daniel Fefferman is a licensed real estate broker and the founder of Define Real Estate. After retiring from a successful career as a corporate pilot, Daniel launched his real estate career and closed over $18 million in his first year—eight times the industry average.

In 2021, he launched Define Real Estate to provide the kind of client-focused, high-touch service he felt was missing in the market. Backed by years of investment experience and sharp local market knowledge, Daniel leads with clarity, strategy, and attention to detail.

Whether working with buyers, sellers, or investors, Daniel's priority is simple: deliver results, educate along the way, and make the process seamless.

When he's not working with clients, you'll find Daniel exploring San Diego with his wife Sara (also in real estate), their kids Raegan and Oliver, and their dogs—or chasing speed on the track in his favorite race car.

PRICING YOUR PROPERTY

List price is the headline, but the real story is your asset's performance, positioning, and potential. Based on the product type, we'll determine the ideal price after a deep dive into income, lease terms, buyer demand, and market activity.

Your property isn't just a building—it's an income stream, a future opportunity, or a strategic hold. We'll guide pricing using key commercial benchmarks fit to your asset:

- Reflects **Net Operating Income (NOI)** and real cash flow
- Benchmarked against **cap rates** for similar properties in your asset class
- Analyzes **current leases**, tenant mix, rollover risk, and escalation clauses
- Identifies **value-add potential** through under-market rents or vacancy
- Considers **zoning flexibility** or redevelopment options
- Tailored for your most likely buyer: **owner-user, investor, or developer**

Commercial buyers move on hard data. Overpricing can stall momentum, especially when returns don't justify the ask. On the flip side, strategic pricing creates:

- Early interest from qualified buyers
- Competitive offers driven by financial logic
- A smoother path to appraisal and lender approval
- Less time on market = stronger negotiating position

We price based on what the market—and the math—will bear.

COMMERCIAL CLOSINGS

Commercial transactions come with a different set of moving parts—and we're here to guide you through them. From lease audits to environmental reviews, our job is to manage the complexity so your deal runs smoothly from LOI to close.

WHAT BUYERS WILL WANT TO REVIEW

Before a buyer commits, they'll typically conduct due diligence on:

- Rent roll and lease abstracts
- Operating statements (T12), P&L, and tax returns
- Tenant estoppel certificates and SNDA agreements
- Service contracts and vendor agreements
- Zoning, permitted use, and title status
- Environmental reports (Phase I/II if applicable)
- Property condition assessments (roof, HVAC, structural)

TYPICAL SELLER RESPONSIBILITIES

Commercial closing costs are often negotiated, but sellers usually cover:

- Title insurance (owner's policy)
- Brokerage commissions
- Transfer taxes (city/county)
- Tenant notification and compliance requirements
- Payoff of any liens, loans, or encumbrances
- Delivery of estoppel certificates and lease documentation
- Repairs or credits negotiated during due diligence

OUR ROLE: MANAGING THE PROCESS

We act as your transaction quarterback—coordinating with legal, title, escrow, lenders, and brokers to keep all parties aligned. We anticipate hurdles, resolve issues quickly, and ensure your asset transfers cleanly with minimal friction.

YOUR MARKETING SUITE

Every property is different. Whether we're selling to an owner-user, an investor, or a developer, our marketing strategy is built around who's most likely to close—and how they shop for opportunities.

BROKER-TO-BROKER NETWORK OUTREACH

Our private database of active commercial brokers and investors is one of our strongest assets. We send tailored deal blasts and directly reach out to:

- 1031 exchange buyers
- Niche asset-class specialists (e.g., industrial, retail, medical)
- Local and regional brokers with active clients

This drives early exposure and off-market momentum.

CRE PLATFORMS & DIGITAL SYNDICATION

We list and promote your property across industry-leading commercial platforms:

- LoopNet
- CREXi
- Costar
- MLS (for certain small-scale or mixed-use properties)

These platforms are where commercial buyers, brokers, and acquisition teams search daily.

CUSTOM OFFERING MEMORANDUM (OM)

We prepare a clean, professional OM highlighting:

- Investment summary, asset highlights, and area overview
- Rent roll, lease abstracts, and financials
- Demographic data, traffic counts, zoning details
- Aerial and street-level photography
- Floor plans and maps

This is the core of your listing presentation—and a key tool for investor underwriting.

TARGETED MARKETING CAMPAIGNS

EMAIL BLASTS & PRIVATE NETWORK DISTRIBUTION

We promote your listing to a curated list of:

- Brokers representing cash and exchange buyers
- Owner-users and business operators
- Investors looking to enter the SoCal market

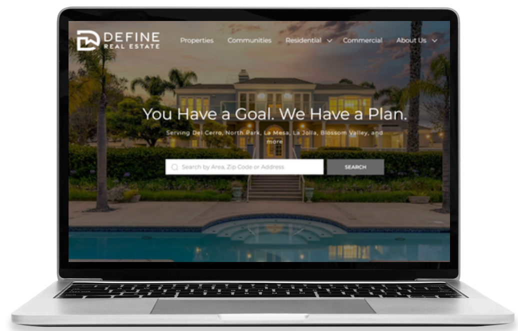
Our branded campaigns get high open rates and quick replies because our contacts know we bring quality deals.

SOCIAL MEDIA FOR COMMERCIAL REACH

We use LinkedIn, Instagram, and Facebook—strategically.

- LinkedIn for professional buyers and investor visibility
- Instagram Reels and photo grids for exposure and engagement
- Paid ads targeted by zip code, asset type, and investment interest

This isn't fluff—it's digital-first positioning that aligns with where dealmakers are spending time.



OM + FINANCIAL PACKAGE

Our professionally designed marketing suite includes everything a buyer needs to evaluate your property at a glance—and move forward quickly.

STRATEGIC POSITIONING

We don't just list—we pitch. We tell a story around your property's potential:

- Upside from lease-up or rent increases
- Repositioning or redevelopment opportunities
- Demand drivers in the surrounding trade area
- SBA or investor-friendly financing options