GREG COOPER
AUSTIN COMMERCIAL REAL ESTATE ADVISOR

A FREE RESOURCE FOR
RESIDENTIAL AGENTS

The Residential Agent's Guide to Commercial Referrals

How to Recognize Opportunities, Protect Your Client Relationships, and Get Paid

$2B+
IN COMMERCIAL TRANSACTION EXPERIENCE

20+ YRS
AUSTIN COMMERCIAL EXPERTISE

GREG'S PRACTICE IS PRIMARILY COMMERCIAL.
No competition for your residential business.

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KUPER SOTHEBY'S INTERNATIONAL REALTY

PART ONE

The Conversations to Listen For

Commercial opportunities rarely arrive labeled as commercial opportunities. They show up in ordinary conversations with people who already trust you.

01

THE INVESTMENT PROPERTY SELLER

I've had a rental for years and I'm thinking about selling. / My parents left me a fourplex.

Ask: Want me to connect you with my commercial partner? Then call Greg.

02

THE BUSINESS OWNER BUYING THEIR SPACE

I've been renting my office for 10 years - I should just buy something. / I'm tired of paying my landlord's mortgage.

Don't answer the buy-vs.-lease question. Introduce Greg.

03

THE 1031 EXCHANGE CLIENT

My accountant mentioned deferring the taxes when we sell. / How does a 1031 work?

Move fast. 1031 exchanges have hard legal deadlines. Call Greg the same day.

04

THE LAND OR DEVELOPMENT QUESTION

My family has owned this land for 30 years - not sure what it's worth. / Someone keeps asking about our corner lot.

Don't guess at value. Call Greg.

05

THE RESIDENTIAL + COMMERCIAL COMBINATION

We're selling the business and downsizing - there's a warehouse too. / I'm liquidating everything.

Claim the residential side. Introduce Greg on commercial. Both of you get paid.

YOU DON'T NEED TO DIAGNOSE THE OPPORTUNITY.

Greg can quickly determine whether there is a commercial need and advise you on the best next step. There is no downside to the call - and potentially significant upside if it closes.

PART TWO

How the Program Works

1

REFER

Send Greg your client.

Call or text with what you heard. You do not need to vet the opportunity - let Greg assess it.

2

PARTNER

Put the agreement in writing.

Before client contact, the referral agreement documents 20% on commercial sales and 15% on commercial leases.

3

CLOSE

Greg handles the commercial assignment.

Greg and his team manage the transaction and keep you informed at material milestones.

4

EARN

Your brokerage receives the referral fee.

Payment follows receipt of Greg's commission, subject to the referral agreement and brokerage requirements.

YOUR CLIENT RELATIONSHIP IS PROTECTED

Greg's practice is primarily commercial.

He is brought in to handle the commercial need - not to compete for the residential relationship. You remain the referring advisor, Greg makes it clear that you brought him into the relationship, and you are kept informed.

- Your client remains your client.
- You decide how involved you want to remain.
- Residential opportunities go back to you.
- The referral agreement stays in effect through closing.

THE SIMPLE RULE

If you hear a commercial real estate question, call Greg. You do not have to know whether it is a deal before making the introduction.

PART THREE

What Commercial Referrals Can Pay

Commercial commissions vary by transaction, property type and agreement. The examples below show how the economics can scale.

20% COMMERCIAL SALES
OF THE COMMISSION GREG RECEIVES

15% COMMERCIAL LEASES
OF THE COMMISSION GREG RECEIVES

SAMPLE REFERRAL PAYOUTS

TRANSACTION	REFERRAL FEE
$475,000 lease	**$3,562**
$995,000 investment property	**$7,462**
$1,400,000 industrial	**$10,500**
$2,300,000 commercial sale	**$11,500**
$2,700,000 office building	**$20,250**
$3,400,000 investment property	**$25,500**
$5,300,000 commercial land	**$39,750**

THE LARGEST SINGLE REFERRAL FEE

$39,750

Paid for a single introduction on a $5.3M commercial land transaction.

HOW THE SALES MATH SCALES

SALE PRICE	3% COMMISSION	20% REFERRAL
$1.0M	$30,000	**$6,000**
$2.5M	$75,000	**$15,000**
$3.5M	$105,000	**$21,000**
$5.0M	$150,000	**$30,000**
$7.5M	$225,000	**$45,000**

Illustrative only. Actual commissions and referral fees depend on the transaction and written agreements.

PART FOUR

Common Questions

01 How much is the referral fee?

20% of the commission Greg receives on a successfully closed commercial sale and 15% of the commission Greg receives on a commercial lease. A commercial practice is more expensive than residential because of all the necesary software so referral fees are a little less than residential.

02 Do I need a written referral agreement?

Yes. The agreement documents the referral and applicable fee before Greg begins working with your client.

03 Will my client know I referred them?

Absolutely. Greg makes it clear that you brought him in because the client needed specialized commercial expertise.

04 What types of properties do you handle?

Industrial, office, retail, land, development sites and investment properties - including acquisitions, dispositions, leasing, site selection and 1031 exchange-related transactions.

05 How will I be kept informed?

Greg and his team keep referring agents informed at appropriate milestones. How involved you want to remain is up to you.

06 What happens to my client afterward?

Your client remains your client. Greg's practice is primarily commercial. When a residential opportunity arises, it goes back to you.

07 What if I'm not sure it's a commercial opportunity?

Call Greg anyway. You do not need to diagnose it first. He can quickly determine whether there is a commercial need.

08 When do I get paid?

The referral fee is paid when Greg's commission is received, subject to the referral agreement and brokerage requirements.

ONE INTRODUCTION IS ALL IT TAKES

Let's Help Your Client - and Your Business - Reach the Next Level.

Greg and his team handle the commercial assignment from there.

REFER A CLIENT | 512-565-0499 | gcooperaustin@gmail.com

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