

Investor – Tools

Real Estate Investor - Frequently Asked Questions

1. Why invest in commercial real estate*?

Investing in commercial real estate can offer clients multiple benefits, such as:

- Cash flow from the ongoing operations of the property
- Use as a tax shelter generated by property (either from a property's cash flow as well as some of the gain when a property is sold)
- Diversifying your investment portfolio of financial holdings
- Possible appreciation in the value of the property over the holding period as well as the equity generated by reducing principal balance of the underlying debt

2. What and where are the best real estate investment opportunities?

Investment opportunities, as well as their suitability to individual clients, can vary greatly; the search for the best property to start or enhance your portfolio includes several factors, such as geographic location, property type, and value, as well as an understanding of your particular tolerance for risk. With over 500 offices, **Coldwell Banker Commercial**[®] professionals have access to a nationwide repository of property listings as well as relationships with the **Coldwell Banker Commercial** associates representing them. The company's global footprint gives associates access to local market information to assist in the comparison of investment opportunities, as well as access to buyers and properties across the globe to sell or find an investment opportunity to diversify your portfolio.

3. What are the benefits of using a commercial real estate professional?

By consulting a commercial real estate professional, you are tapping into the experience of a dedicated professional who has extensive market, product and technical knowledge of commercial real estate. **Coldwell Banker Commercial** professionals negotiate on behalf of the client and help to reduce cost by leveraging available opportunities in the market place. In addition, with over 500 offices in 27 countries throughout the world, **CBC** associates have local market knowledge coupled with a truly global presence. While able to provide you access to investment opportunities that are thousands of miles away, **Coldwell Banker Commercial** agents can also provide a detailed analysis of the opportunities in your backyard.

4. Why should I consider using a **Coldwell Banker Commercial** professional?

Embracing a "Client 1st" approach to service, **Coldwell Banker Commercial** puts your needs before anything else. **CBC** professionals use extensive marketing techniques and proprietary opportunities to bring maximum exposure for your properties to investors and the outside brokerage community. With access to a national organization of investment specialists, **CBC** professionals can effectively meet the specific needs of buyers and sellers.

5. What is a "Client 1st" Approach?

The **Coldwell Banker Commercial** “Client 1st” philosophy is built on three principles: Absolute Integrity, Value Enhancement, and Relationship Management. These three elements mean that clients can trust and depend on their **Coldwell Banker Commercial** professional to provide honest and exceptional service; that **Coldwell Banker Commercial** professionals bring more than the requisite tools and knowledge to the transaction; and that the client will be kept constantly informed throughout the entire transaction process. Overall, it is a commitment to an unparalleled level of service – the primary quality that makes **Coldwell Banker Commercial** distinctly different.

**Please consult your financial or tax advisor for specific advice in these areas.*