

COMMERCIAL REAL ESTATE NEWS

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Offer an Incentive that will get you **“Full Price”**

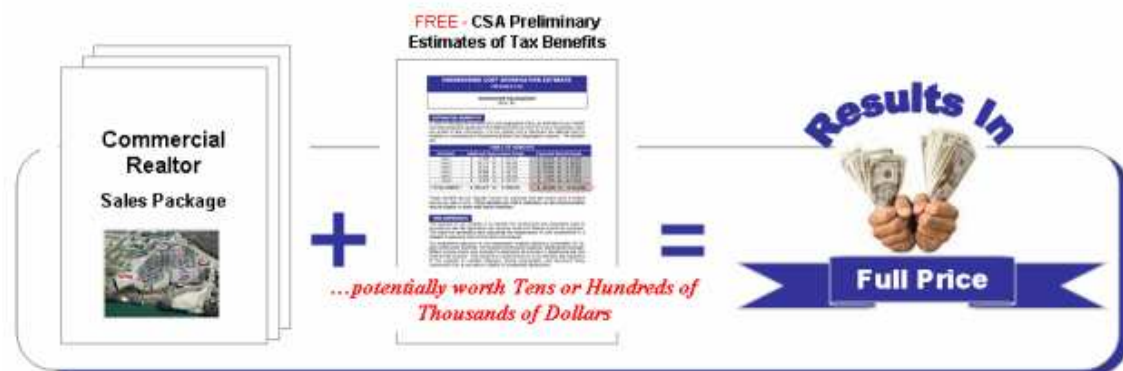
Increase both your INCOME and client SATISFACTION!!

How it works!

YOU: Suggest the Seller offer a “*Cost Segregation Study*” to buyers as an attractive incentive to maintain full selling price during negotiations

CSA: Cost Seg Advisor (CSA) provides a FREE Preliminary Estimate to be included in sales packet that shows the **Tax Savings / Benefits** the buyer can expect once the full study is completed.

CLIENT: BUYER: gets potentially Hundreds of Thousands of Dollars in benefits (increase Cash Flow)
SELLER: get “Full Price” on Sale of Property



So You Ask WIIFM?

[What's In It For Me]

- #1 **More Money (\$):** Impressive Referral Bonus (*call for details*)
- #2 **More Money (\$):** Higher Commission based on the higher Sales price
- #3 **Client Appreciation:** You provide “real” dollars for them
- #4 **Client Loyalty:** Demonstrate ability to go Above and Beyond
- #5 **Deal Closing Edge:** Competitive advantage to help Close Deals!!



COST SEGREGATION ADVISOR, LLC

877.SAY.WOWW (877.729.9699)

info@costsegadvisor.com

www.CostSegAdvisor.com