

PREPARATION OF PRESENTATION FORM

TITLE: Sell The Sizzle! Not the steak Price:
The name of the property or a descriptive title. Loan(s)
HAVE: This is where you describe the property. Put the general description and some sizzle here. You won't have much of a package without a description Equity

LOCATION: Numerical street address
City/State
Tax parcel number
Identify land parcels sufficiently to locate the property.

BENEFITS TO NEW OWNER: Include the **BENEFITS** the property provides a new Taker. Some example include: Construction opportunity, Development opp, Higher appreciation, Long Term Lease, Low Down Payment, Management opp, Net leased, Passive Investment, Pride of Ownership, Quick sale possible, Rehab opportunity, Rents can be raised, Special location, Tax shelter, Value added opportunity, Can appraise higher, Assumable loan, Refinance is easy, Subdivision is possible, Cash flow generator, etc.

INCOME/ EXPENSES:	ACTUAL-PRIOR YEAR	PROJECTED-CURRENT YEAR
	GSI ... Gross Scheduled Income	GSI
	-VAC ... Vacancy	-VAC
	GOI ... Gross Operating Income	GOI
	-EXP... Expenses	-EXP
	NOI ... Net Operating Income	NOI
	-DEBT ... Debt Service (P&I)	-DEBT
	= CASH FLOW	CASH FLOW
	CAP RATE ... Capitalization Rate	CAP RATE

(a) Actual – Prior Year: State the total scheduled operating income for the property: I.e., income collected from rents and all other sources. To express income that differs from the scheduled operating income, use the “Remarks” section.

The operating expenses for the property should reflect the actual expenses. Extraordinary and/or capital expenditures should be defined in the “Remarks” section. Explanations for unusual circumstances should also be defined in the “Remarks” section. For vacant land packages, include the real estate taxes in the expenses.

(b) Projected – Current Year: These income and expenses should reflect an accurate, realistic assessment of the current year’s performance. This category can be used when no other financial history exists: i.e., new properties and recent rehabilitations.

(c) Debt: State the total annual **amount of accumulated** debt service-principal and interest only-for all loans secured by the property.

(d) Cap Rate: NOI/Price expressed as a percentage.

BENEFITS SOUGHT: State the **benefits, goals and/or objectives you’re seeking**. . Some example include: Construction opportunity, Development opp, Higher appreciation, Long Term Lease, Low Down Payment, Management opp, Net leased, Passive Investment, Pride of Ownership, Quick sale possible, Rehab opportunity, Rents can be raised, Special location, Tax shelter, Value added opportunity, Can appraise higher, Assumable loan, Refinance is easy, Subdivision is possible, Cash flow generator, etc.

MOTIVATION: Some are highly motivated and others are not. What is your motivation at this time? Some folks use a numerical scale where 10=My client will pay you cash if you take this off his/her hands, 0 (zero)= My client will only move out of this NNN deal for what they perceive is a better NNN deal. Some folks are motivated to break up a partnership, some are sick of management, etc. **Note of caution:** Think hard about your responsibility to your client's best interests here before putting something here that could reduce their ability to negotiate. Many people see this information.

Owner WILL: Identify what you are willing to do to facilitate a transaction, like carry financing, guarantee rents, rehab the property, etc... NOT “Will Take or Wants XXX” or “willing to look at all offers”

CAN ADD: List other things that the owner of this package can bring to a deal. These may be other packages or the ability of the owner to add to the benefits of the property offered. For example, the owner may be able to qualify for financing, add notes, skills, talents, areas of expertise or cash to the deal.

REMARKS: Use this section to further stimulate potential Takers interest. You can include ownership experience and influential contacts you can exercise in order to enhance a transaction. This section should include any data or information that will clarify or expand the reader's understanding of the offering.

OWNER: Identify the ownership entity. Include information about the owner: i.e., occupation, hobbies, etc. that may provide clues to the structuring of a transaction.

COUNSELOR: Name
Company
Street Address
City, State Zip Code
(Area code) Phone
(Area code) Fax phone line
E-mail

Signature