WHY TIMING MATTERS

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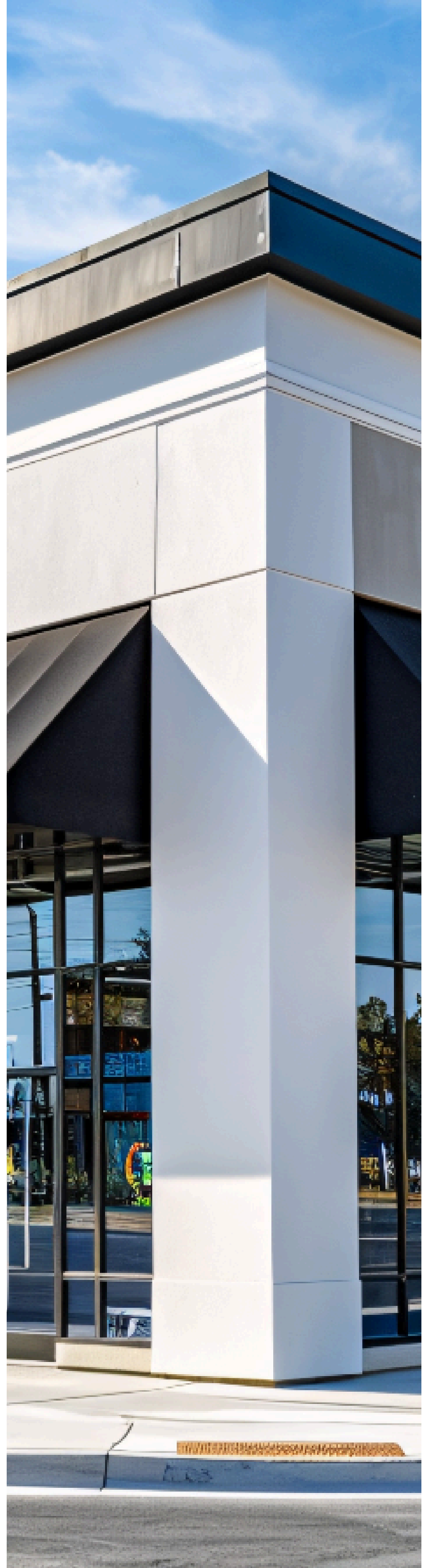

ABOUT ME

BERKSHIRE HATHAWAY HOMESERVICES | FIRST, REALTORS®

COMMERCIAL DIVISION

Refined real estate solutions backed by the Berkshire Hathaway HomeServices' global prestige and a legacy of trust & integrity. Market intelligence, precise valuation, and targeted marketing to position properties for optimal results. Comprehensive experience in residential, commercial and land transactions. Highly personalized experience and an unwavering commitment to client success.

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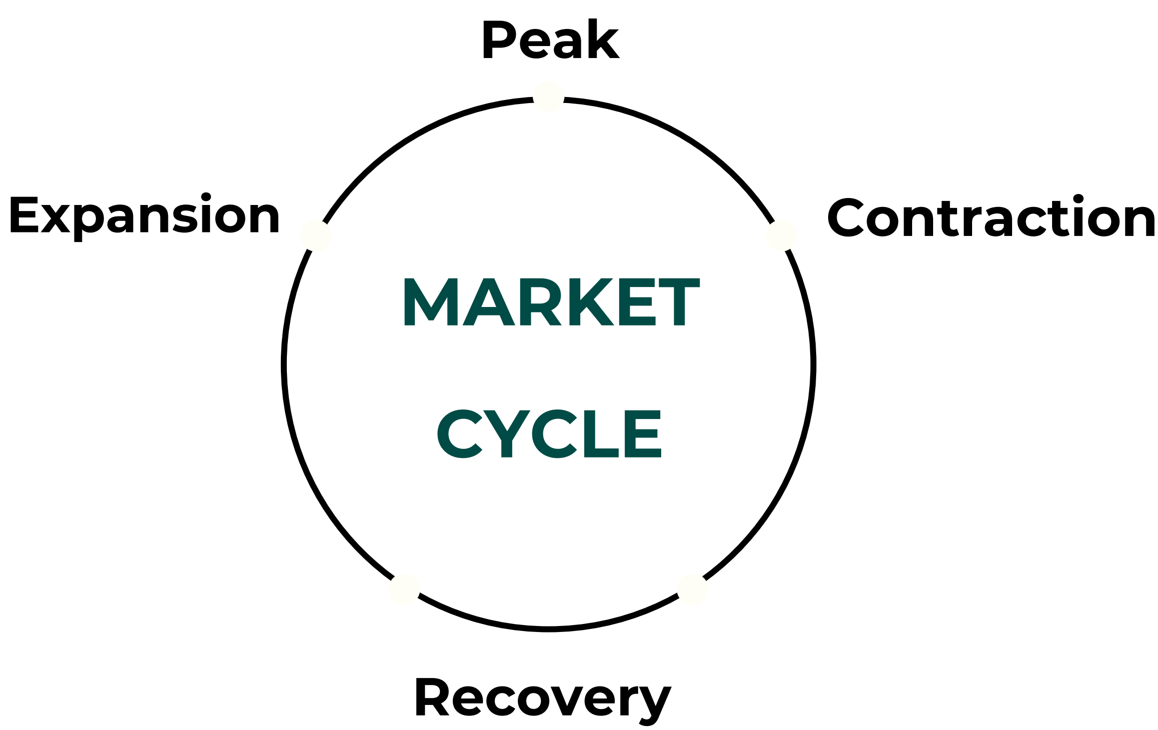
WHY TIMING MATTERS

In commercial real estate, timing isn't just important—it's everything. Market cycles dictate opportunity, and investors who understand how to position themselves ahead of the curve are the ones who capture the biggest gains. With 2026 shaping up to be a pivotal year for the market, smart owners and investors are already planning their exit strategies now.

THE POWER OF MARKET CYCLES

Commercial real estate doesn't move in a straight line. It flows in cycles—expansion, peak, contraction, and recovery. Savvy investors know that each phase creates different opportunities, and the key is aligning your sale with the cycle's strongest momentum.

When you wait until the headlines declare a "hot market," it's often too late. That's when competition peaks, buyer leverage shifts, and your negotiating power may shrink. Positioning your property in the market before the wave crests allows you to maximize demand while inventory is still controlled.



POSITIONING EARLY PAYS OFF

Listing a commercial property isn't as simple as placing a "For Sale" sign. Buyers want clean financials, solid tenant history, and well-maintained assets. Preparing now means:

Streamlining leases, updating rent rolls, and ensuring expense reports are clear.	**OPTIMIZING FINANCIAL RECORDS**
Tackling repairs before they raise red flags in due diligence.	**ADDRESSING DEFERRED MAINTENANCE**
Even in commercial, first impressions matter.	**IMPROVING CURB APPEAL**
Brokers, accountants, and legal teams can give you the expertise you need.	**ENGAGING PROFESSIONAL ADVISORS**

By starting this work now, you avoid the scramble later

DON'T CHASE THE MARKET, LEAD IT

The biggest mistake investors make is waiting until the market is "obviously hot." By then, they're competing with everyone else rushing to sell. Instead, the goal should be to ride the front of the wave—timing your listing so you benefit from momentum while standing out from the crowd.

In other words: don't chase the market. Lead it.

FINAL THOUGHTS

Being ready early isn't just about timing the market—it's about creating leverage, controlling the narrative, and securing the strongest outcome when opportunity peaks.

LET'S CONNECT

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