



### THE OPPORTUNITY

CENTURY 21® Commercial sales professionals understand that evaluating commercial real estate means understanding the potential return on investment. Whether this is your first venture at entrepreneurship or you are a well-established business owner, your interests are always our number-one priority. CENTURY 21 Commercial sales professionals can help you to locate, evaluate and negotiate commercial real estate while understanding your concerns, including asset value, productivity, efficiency and investment preservation.

The CENTURY 21 Commercial Network realizes that investment value is based on your specific objectives and offers assistance while keeping in line with your interests, goals and capabilities.

### LAND OVERVIEW

Land can present numerous options—whether you are considering commercial real estate to buy, lease, or invest. The property can be totally undeveloped or ready for construction. Developers are the first step in converting raw land into an income-producing property. CENTURY 21 professionals are often knowledgeable about the local zoning, city's or town's master plan, as well as local attitudes about growth and development. These factors are worth considering for every decision if land is to be utilized for income, tax relief and appreciation. However, you should consult with your tax advisor about specific tax and financial advice.

### PROPERTY CHARACTERISTICS

"Ready for construction" typically indicates that a developer improved upon raw land with grading, utilities and possibly streets. Zoning will ultimately determine the possible use. Your CENTURY 21 representative will facilitate the analysis process to ensure that the land is appropriate for your needs. Possible development includes residential, commercial, office park, golf course and more. CENTURY 21 Commercial sales professionals can provide information on civil engineers, attorneys, surveyors, environmental testing companies, local officials and authorities to assist in your property evaluation. All factors will be considered to help locate the land best suited to your expectations.

### SPECIAL CONSIDERATIONS

CENTURY 21 Commercial sales professionals can facilitate the process of analyzing location, trends, populations and other demographics that may help to minimize risk. In addition, CENTURY 21 Commercial sales professionals have access to resources that can help to assess the challenges associated with zoning, environmental and occupancy requirements. A Cash-Flow Model might also be used to analyze and estimate an investment's income, expenses, and yield. The availability of forecasted conditions in the real estate market and the impact on a given property may also be used to evaluate each potential investment.

### EXPERIENCE AT YOUR SERVICE

The CENTURY 21 Commercial Network leverages the distinguished reputation of the Century 21 Real Estate LLC—the franchisor of the world's largest residential real estate sales organization, providing comprehensive training, management, administrative and marketing support for the CENTURY 21 System.

This System brings together industry resources, technology and the experience of more than 118,000 trained professionals at independently owned and operated franchised broker offices in nearly 40 countries and territories worldwide.

[www.century21.com/commercial](http://www.century21.com/commercial)

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*Gold means Sold*

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