



Top 10 Ways to Find a Commercial Loan

- 1. Established Clientele:** Check the Schedule of RE for your current residential client's 1003. Many times you'll find that you are sitting on a goldmine of information with your current clients! Maybe that commercial refinance you did for your favorite client last month isn't the only property that they need to refinance. Perhaps that client who is looking for a little more help with his down-payment could pull some cash out of the commercial property he owns.
- 2. Established Mediums:** Add "Commercial" to your current outgoing information, marketing and messages. Business cards, your marquee, your email signature, your website, your business letterhead. Just the mention of commercial loans through these mediums can attract potential clients who otherwise may not have been aware that you handle commercial financing.
- 3. Networking:** Your residential brokerage associates—either within your office or without of state—come across commercial loans. Let them know that you're specializing in commercial and ask for their referrals. And you can pay them a Referral fee!
- 4. Real Estate Agents:** Set yourself apart with RE Agents and Real Estate sales professionals with your new Product: Commercial Financing! Conventional commercial financing requirements present limitations and Challenges that most borrowers aren't able to overcome. This is the main deal-killer to most commercial transactions. Real Estate agents don't earn a commission if these deals don't close. With stated income and aggressive DSCR programs - you are their answer!
- 5. Title Agents:** Talk to your title agent about pulling a list of commercial property owners in a particular location. A good title agent will be able to sort data with specific fields and parameters in mind. Search by Property type, financing specifics, current lender and more! Maybe their current note is coming due or they are currently financed with expensive private financing. Look for seller-financing from a past purchase. Contact these property owners via direct mail or even a phone call.
- 6. Organizations/Publications:** Get involved with your local chamber of commerce or small business association. Put advertisement in their newsletter or the local community weekly. Place an ad in the local mortgage press or your statewide mortgage association publication. Offer to present a class on "How to find financing for commercial properties" at the local Board of Realtors or at the community center".



7. **“Grassroots” marketing:** Take a walk down Main Street and deliver fliers to the local businesses. Find out if the manager of the business is the owner of the property or how you can contact their landlord. If they are the business owner, but are currently renting— ask them if they would be interested in buying the property. With stated income financing for commercial property we make it easier for a small business owner to qualify for these kinds of purchases.

8. **Social Media:** Local online print. Implement your social media and market efforts in content. The currency in social media is value, and that value is created by producing a sharing valuable content. You can write blog posts or eBooks, produce audio interviews, podcast, or offer webinars. One major benefit of participating in social media is the opportunity to position yourself as a commercial real estate influencer, engaging your audience and building a community.

9. **Partnerships:** Team up with a large commercial brokerage office that specializes in large commercial transactions. (\$3M and up is typical) Offer to provide financing for the smaller requests that they receive. In return you can refer larger transactions to them and also offer to pay referral fees to them for their closed referrals.

10. **Local Banks/ Conventional institutions:** Talk to your local commercial banker or commercial lending institution. Let them know that you can offer financing for the clients that they aren't able to approve or don't meet certain „conventional” guideline minimums. Oftentimes the ability to provide this service to their clients will be more important than any referral fee you could offer. This may be especially applicable when dealing with an officer of the institution that would be prohibited from accepting any kind of outside compensation.