

Making the Switch from
Residential to Commercial Real Estate
and Why you Should.

- The 4 parts of Commercial
- Why make the switch?
- Steps to take

Sandra Easton

THE 4 PARTS OF COMMERCIAL

1. Property Management

- Licenced to deal with management of Investment properties and portfolios
- Work is always for the Landlords best interests, lots of paperwork, office job.
- Set salary plus bonuses

2. Business Brokerage

- No licence is required as it is an asset sale, no real estate is being sold.
- May need licence to deal with an assignment/transfer of lease.
- Commission based

3. Investment

- Similar to residential in that you are working on binding sales contracts
- Take longer to put together, require lots of math skills and principles of appraisals.
- Commission based

4. Leasing

- Licenced to bring landlords and tenants together into a formal lease agreement.
- Allows for creative solutions, based on net effectives and payment can be quick.
- Commission based.

WHY MAKE THE SWITCH TO LEASING?

- Monday to Friday business hours
- Location based – not as much touring/showing
- Once you have a landlord they list all their vacancies with you.
- Once you have a tenant, they usually renew or move with you
- You get paid when they sign the lease, can be quick. (1-2 months)
- Once you understand the math - can be creative



STEPS TO MAKE THE SWITCH

1. FIND A BROKERAGE
2. KNOW YOUR LANDLORDS NUMBERS
3. CREATE DIFFERENT LEASE OPTIONS FOR TENANTS
4. BECOME KNOWN AS SOMEONE WHO HELPS BUSINESSES
5. FIND A MENTOR AND FOLLOW PEOPLE IN THE INDUSTRY
6. USE BROKERAGE LISTINGS TO FIND TENANTS

DID YOU KNOW?

75%

OF REAL ESTATE RELATED DEGREES ARE HELD BY MEN

67%

OF THE COMMERCIAL REAL ESTATE INDUSTRY IS MEN IN CANADA.

54%

OF WOMEN ARE LESS LIKELY TO HAVE ACCESS TO A MENTOR, AND CONSIDER THIS THE #1 BARRIER TO SUCCESS.

23%

INCOME GAP WITH MEN EARNING ON AVERAGE 150,000/ YEAR VERSUS WOMEN AT \$115,000.

Statistics from CREW Network



WHO IS SANDRA EASTON?

Just an average kid who started negotiating to get out of household chores. Now, finding creative solutions to complicated issues is her absolute passion in life.

“Never to shy away from a challenge, Sandra Easton stepped into the Calgary Commercial Real Estate Industry on a dare and has been gaining notoriety ever since”

as published in KNOW Calgary 2020 Book

Achievements

Multiple years provincial and International awards for production and service

14 years of experience in Real Estate as an agent, speaker and coach

Listed in Calgary's women you should know for 2019, 2020. KNOW WOMEN

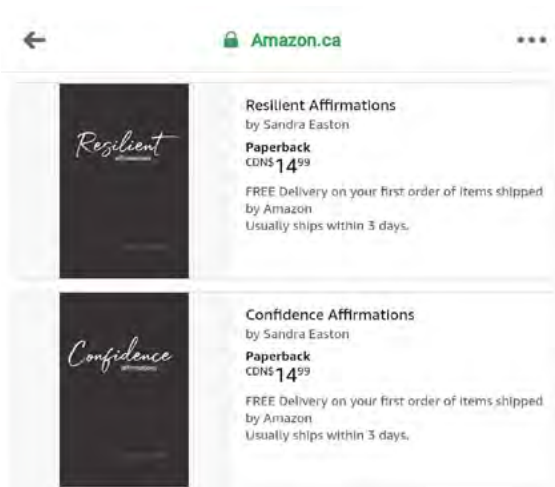
Published in Canadian Real Estate Magazine

100 Women Who Care Charity

Sandra's forte is making the complicated details of Leasing simple and understandable, all the while bringing her fierce negotiations to the table.

She is an advocate for women wanting to get into Commercial Real Estate, lifting the veil and dispelling myths.

Affirmation Notebooks



“Great communicator, go getter, educator (guidance on what was really important), and cares about her clients.”

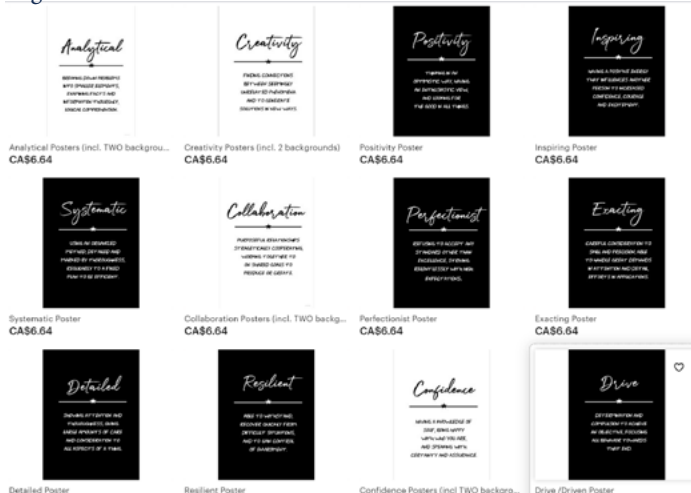
Derk Cook

Working with Sandra as my coach for the past 3 months has been transformational to my real estate business. She has provided me with valuable insights & tools to increase my productivity and profitability with immediate results.

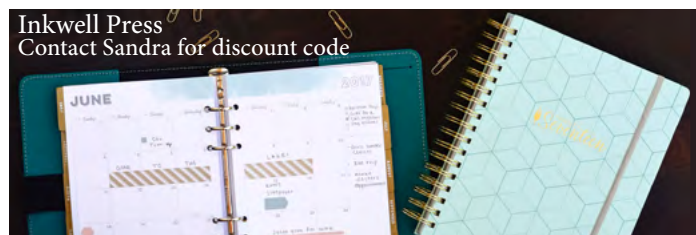
Graham Terryberry

SanStar eMedia on Etsy

Digital Posters



Recommended Planners



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