

SELLER'S HANDBOOK

A PRACTICAL GUIDE TO PREPARING
YOUR MULTIFAMILY OR MIXED-USE
PROPERTY FOR A SUCCESSFUL SALE

THE WORK BEGINS BEFORE
THE MARKET SEES IT.

01

PREPARE EARLY

Surface issues early.

02

SUPPORT VALUE

Strengthen the story.

03

REDUCE FRICTION

Organize diligence.

04

REACH BUYERS

Engage qualified capital.

THE PATH TO A SUCCESSFUL SALE

A CLEAR PROCESS. A STRONGER OUTCOME.

Preparation saves time, reduces surprises, and gives qualified buyers the confidence to act. The stages below may overlap depending on the property and the seller's objectives.

1

INITIAL STRATEGY

1-2 WEEKS

- Confirm ownership goals, timing, tax considerations, and confidentiality.
- Review the property, operations, valuation range, and likely buyer universe.

2

DILIGENCE & PREPARATION

2-6 WEEKS

- Assemble leases, rent roll, financial statements, tax, utility, and insurance records.
- Review contracts, capital work, open items, and deferred maintenance.

3

MARKET POSITIONING

1-2 WEEKS

- Validate current and forward performance; establish pricing and launch strategy.
- Prepare photography, offering materials, and an organized buyer data room.

4

LAUNCH & OUTREACH

3-6 WEEKS

- Execute confidential, targeted, or public outreach to qualified buyers.
- Manage inquiries, confidentiality agreements, tours, and market feedback.

5

OFFERS & AGREEMENT

1-3 WEEKS

- Compare price, terms, contingencies, financing, and certainty of execution.
- Qualify buyers and negotiate the letter of intent and purchase agreement.

6

DILIGENCE TO CLOSING

4-8 WEEKS

- Coordinate inspections, appraisal, lender access, and document requests.
- Resolve conditions and manage closing deliverables with the seller's advisors.

OUR ROLE

We coordinate the process, communicate clearly, and advocate for the seller from the first review through closing.

SELLER PREPARATION CHECKLIST

GET ORGANIZED. CREATE CONFIDENCE.

Use this punch list to prepare the property, financial records, leases, contracts, and access plan. Complete information helps buyers underwrite with fewer assumptions.

PROPERTY & OWNERSHIP

- ☐ Deed, vesting, and ownership entity documents
- ☐ Current survey or site plan, if available
- ☐ Unit mix, floor plans, and building/site area
- ☐ Tax bills, assessments, and utility accounts
- ☐ Permits, licenses, and certificates of occupancy
- ☐ Open violations and municipal correspondence

LEASES & OCCUPANCY

- ☐ Fully executed residential and commercial leases
- ☐ Lease abstracts, options, expirations, and renewals
- ☐ Tenant ledgers, concessions, arrears, and deposits
- ☐ Vacancy history and pending notices or renewals
- ☐ Owner-paid versus tenant-paid utilities
- ☐ Parking, storage, and license agreements

PHYSICAL CONDITION

- ☐ Roof, masonry, windows, drainage, and exterior
- ☐ Boiler/HVAC, plumbing, electrical, and utilities
- ☐ Common areas, stairs, handrails, and lighting
- ☐ Basement, moisture, structure, and storage
- ☐ Fire alarm, sprinklers, smoke/CO, and egress
- ☐ Sample unit condition and upgrade history
- ☐ Deferred maintenance: repair, disclose, or price

FINANCIAL & TAX

- ☐ Current rent roll and security deposit ledger
- ☐ Trailing 12-month operating statement
- ☐ Prior two to three years of income and expenses
- ☐ Current budget and pro forma, if applicable
- ☐ Capital improvement history and supporting invoices
- ☐ Insurance policies and available claims history
- ☐ Mortgage/payoff details and 1031 planning discussion

CONTRACTS & LEGAL

- ☐ Trash, landscaping, snow, pest, and service contracts
- ☐ Vendor contacts, warranties, and maintenance records
- ☐ Pending litigation, notices, or known claims
- ☐ Easements, shared access, or use agreements
- ☐ Zoning and nonconforming-use documentation
- ☐ Lead paint and other required disclosures

MARKET READINESS

- ☐ Exterior and common-area punch list
- ☐ Declutter, clean, and prepare representative spaces
- ☐ Access plan, keys, lockboxes, and tour windows
- ☐ Professional photos and verified property facts
- ☐ Buyer data room with consistent file names
- ☐ One seller contact for questions and approvals

THE BOTTOM LINE

Preparation creates confidence - and confidence supports stronger offers and smoother diligence.