PREPARED FOR THE OWNER

Selling Your Commercial Property.

How MLR Commercial underwrites, markets, and closes a disposition on the I-4 corridor — and what you can expect from us from the first meeting to the closing table.

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LOCAL EXPERTISE · INVESTOR-FIRST

A NOTE FROM THE BROKER

You Have an Asset. You Need a Number You Can Defend.

Commercial property is not sold on emotion. It is bought on numbers, on timing, and on who the owner trusts to tell them the truth about the asset.

That is the whole job, and it is how we work. Before we talk about marketing, we underwrite: normalized NOI, a cap rate we can support with actual trades, price per square foot against comparable buildings, and a replacement-cost check. If your number works, we will show you why. If it does not, we will tell you at this meeting rather than after 120 days of failed marketing.

The pages that follow lay out exactly what we do once we are engaged — how we price, who we market to, how we qualify buyers, how we manage the diligence period, and what you will hear from us every week until the file closes. Nothing here has to be taken on faith, and the last page tells you what we need to get started.

Ryan Solberg
Broker / Owner · MaxLife Realty LLC · MLR Commercial Real Estate

Ryan Solberg — Broker-owner of MaxLife Realty LLC, licensed mortgage loan originator, and a mechanical engineer by training (Michigan Technological University). Licensed in Florida, Wisconsin, and California. CCIM candidate. Based in Southwest Orlando, working the I-4 corridor.

THREE LENSES ON ONE DEAL

BROKER

What it's worth

Comparable sales, supportable cap rate, replacement cost, and a canvass strategy built around who is actually buying your asset type on this corridor right now.

ORIGINATOR

What a buyer can borrow

Debt-service coverage at today's rates, SBA 504 versus conventional, and what that does to the price a buyer can close at — not just the price they can offer.

ENGINEER

Whether it survives diligence

Roof, structure, HVAC, power, and site issues get priced in before the buyer's inspector prices them out of your contract at day 43.

Most owners have never had all three in the same room. It is the difference between a listing that gets offers and a listing that gets closed.

WHO WE ARE

Local Expertise.
Investor-First Approach.

MLR Commercial Real Estate is the commercial arm of MaxLife Realty LLC — a lean Central Florida brokerage covering the I-4 corridor from Orlando and Horizon West through Clermont and out to Brevard. Acquisitions, dispositions, leasing, and development.

Industrial & Flex

Small-bay, distribution, and manufacturing. Clear height, dock vs. grade, power, and column spacing drive the buyer pool.

Retail & Office

Anchored and unanchored centers, single-tenant NNN pads, medical and professional office — sales and leasing.

Multifamily

Small to mid-size investment sales. Rent roll, T-12, and expense normalization set the number, not the door count.

Land & Development

Entitled and unentitled sites, assemblage, build-to-suit. Zoning, utilities, concurrency, and impact fees are part of the pitch.

HOW WE PRICE

Underwrite Before We Opine.

We do not quote a value we cannot defend. Every listing gets a written Broker Opinion of Value before the agreement is signed, built on the approach that fits your asset — and checked against the other two.

APPROACH	BEST FIT	WHAT WE WATCH FOR
Income / cap rate	Stabilized income-producing assets — NNN retail, multifamily, leased industrial.	NOI must be normalized: market vacancy, management fee, reserves. The lease controls, not the spreadsheet.
Price per SF / per unit	Owner-user buildings, flex, small-bay industrial; land per acre; multifamily per door.	Comps must match clear height, finish, age, and location — not just the ZIP code.
Replacement cost	New or specialized construction, and any market where comps are thin.	Land basis plus hard and soft costs is a ceiling check, not a substitute for demand.

> Overpriced listings burn the owner's marketing window first. The buyers who would have paid the most see the asset in week one; by week twelve they have moved on and the price cuts are public.
>
> WHY THE FIRST NUMBER MATTERS MORE THAN THE LAST ONE

Every Qualified Buyer for Your Asset Sees It in the First Thirty Days.

Commercial buyers are a small, identifiable group. We do not wait for them to find a listing — we build the package they expect, put it on the platforms they use, and then call the ones who do not use platforms at all.

01

Offering Memorandum

Full investment package: executive summary, property overview, rent roll, T-12 and pro forma, sale and lease comps, submarket and demographic data, confidentiality language. Financials go out only under a signed confidentiality agreement.

02

CoStar · Crexi · LoopNet

Live on all three within five business days of signing, with complete specs and documents — clear height, doors, power, zoning, parking, rent roll summary. Refreshed on a cadence so the listing never goes stale in the feed.

03

Photography, Aerials & Drone

Professional stills, drone photo and video, marked-up parcel aerials with ingress and egress, traffic counts, and radius maps. No phone photos on a listing record — institutional buyers read that as a signal.

04

Direct Buyer Canvass

The best buyer is often not looking at listings. We call owners of comparable assets on the corridor, active 1031 exchange buyers on the clock, SBA owner-users, and the brokers who closed the last five trades in your product type.

05

Targeted Broker & Investor Blasts

New-listing, call-for-offers, and price-adjustment campaigns to owner, investor, and broker lists segmented by product type and deal size. Every open and inquiry is logged and followed up — not just counted.

06

Signage

Ground-mount or building-mount commercial signage on the property. A sign on a hard corner still generates tenant and buyer calls that no platform does, and it tells the neighbors — who are often the buyers — that the asset is available.

07

Call for Offers & Best-and-Final

When the buyer pool warrants it, we set an offer date, present every LOI side by side with terms normalized, and run a best-and-final round. Every offer is presented, including the low ones — they tell us how the market is underwriting the asset.

08

Weekly Written Activity Report

From week one until closing: platform views, inquiries, confidentiality agreements signed, tours, LOIs, and buyer feedback in plain language. You will never have to call to ask what is happening with your property.

PROTECTING THE SELLER

An Unqualified Buyer Doesn't Waste a Showing. He Burns Your Diligence Window.

Sixty days under contract with a buyer who cannot close costs you the buyers who could have. Qualification is the first thing we do and the thing we are least flexible about.

Before financials leave our hands

- ☐ **Signed confidentiality agreement.** No rent roll, T-12, lease, or tenant name goes out without one. This protects your tenants as much as it protects you.
- ☐ **Proof of funds or a lender term sheet.** A current bank or brokerage statement, or a written term sheet. "All cash" in an email is not proof of funds.
- ☐ **Buyer entity verified.** Who signs, who else has to approve, and whether the entity actually exists yet.

Before you sign anything

- ☐ **Every offer in a written LOI.** Price, deposit, diligence length, closing date, and who pays what — restated in writing and compared side by side.
- ☐ **Every LOI presented.** Including the ones below ask. The next one looks better by comparison and a low LOI tells us exactly how the market is pricing the asset.
- ☐ **Tour access controlled.** Tours are coordinated through us and your property manager with tenant notice honored — never a key handed to another broker.

HOW THE BUYER IS FUNDED CHANGES YOUR CALENDAR

CAPITAL STRUCTURE	WHAT IT MEANS FOR YOU AS THE SELLER	TYPICAL CLOSE
All cash / private	Fastest close and the deepest discount expectation. We verify funds anyway.	30–45 days
1031 exchange	A motivated buyer on a 45-day identification and 180-day closing clock. Often pays for certainty. We confirm the intermediary is engaged before we rely on it.	45–60 days
Conventional / bank	Local and regional lenders, 20–35% down, appraisal and environmental ordered early. A low appraisal is the risk — we manage the appraiser's comp set.	60–75 days
SBA 504	Owner-user buyers at 51%+ occupancy. Strong pricing, longer timeline. We build the extra weeks into the contract instead of letting them surprise you.	75–90 days
Syndication / fund	Investment-committee approval and the equity raise are real contingencies even when the contract says otherwise. We ask who signs on call one.	60–90 days

Typical Central Florida ranges; actual timing varies with the asset, the lender, and diligence findings.

FROM LISTING TO CLOSING

The Deal Is Won or Lost in the Diligence Period.

BEFORE WE SIGN

Underwriting & authority

Ownership and signing authority confirmed (property appraiser, SunBiz, operating agreement). Data set collected. Written BOV delivered with a pricing recommendation.

WEEK 1

Engagement & production

Listing agreement executed. Photography, drone, and aerials ordered. Signage ordered and installed. Confidentiality agreement and OM drafting begin.

WEEK 1–2

Live to market

CoStar, Crexi, and LoopNet live with complete specs within five business days. First broker and investor blast. Direct buyer canvass begins.

WEEK 2–3

Offering memorandum released

Full OM distributed to CA-signed buyers. Tours coordinated with property management and tenant notice honored.

WEEK 3–8

Offers

LOIs presented side by side with terms normalized. Call for offers and best-and-final if the buyer pool warrants it. Buyer funds and entity verified before you choose.

LOI ACCEPTED

Purchase & sale agreement

PSA negotiated with counsel on both sides. Escrow opened, deposit wired and receipt confirmed in writing. Diligence calendar built the day the PSA is executed and sent to you.

30–60 DAYS

Feasibility & diligence

Physical, financial, and legal diligence run in parallel. Every extension is a written amendment. Deposit-goes-hard date calendared twice.

CLOSING

Funding & recording

Lender conditions cleared, closing statement reviewed line by line, wire-fraud verification by phone before any funds move.

Diligence items we manage for you

Each of these runs on the same calendar. Miss one and the buyer's approval date arrives with nothing to approve — or with a reason to retrade.

ITEM	WHY IT KILLS DEALS
Phase I ESA	A recognized environmental condition triggers a Phase II and a new timeline. We flag likely findings before the buyer orders it.
ALTA / NSPS survey	Encroachments, missing access easements, and setback problems surface here.
Title commitment	Unreleased mortgages, easements, and deed restrictions limiting use.
Tenant estoppels	Estoppels contradict the rent roll more often than anyone expects. We reconcile the leases first.
SNDA	Lender wants subordination, tenant wants non-disturbance. Weeks of negotiation if it starts late.
Zoning & entitlement	Legal non-conforming use, expired site plans, concurrency, impact fees.
Appraisal	A low appraisal reprices or kills the deal late. We supply the appraiser a defensible comp set.
Property condition	Roof, HVAC, and paving reserves become a price renegotiation unless they were priced in up front.

> **The rule that does not bend:** never let an approval date pass in silence. Silence usually defaults against the seller.

GETTING STARTED

What We Need From You.

The data set

A commercial listing is an underwriting assignment first. The sooner we have these, the sooner the BOV is final and the package is in front of buyers.

- [ ] Current rent roll and all leases, amendments, and options
- [ ] Trailing 12 months of operating statements (T-12) and prior two years if available
- [ ] Current tax bill and insurance declarations
- [ ] Survey, site plan, and building plans
- [ ] Any environmental reports (Phase I / Phase II) on file
- [ ] Service contracts and vendor agreements
- [ ] Capital expenditure history — roof, HVAC, paving, systems
- [ ] Zoning, entitlement, permit, and site-plan approval documents
- [ ] Existing loan terms — balance, rate, maturity, prepayment or defeasance
- [ ] Entity documents — operating agreement or corporate resolution showing who signs

Questions we will ask you

- [ ] What is driving the timing — loan maturity, partnership, tax year, tenant notice, or a next acquisition?
- [ ] Is there a 1031 exchange on your side? The intermediary must be engaged before this property closes.
- [ ] Are there tenants, neighbors, or prior buyers who should be approached first — or excluded?
- [ ] Is there a number below which you would rather keep the asset?

Engagement summary

Exclusive Right to Sell. Term, protection period, compensation, and any owner-exclusion list are written into the agreement — never assumed. MaxLife Realty LLC is the broker of record on every listing.

LISTING PRICE ______________________

TERM ______________________

PROTECTION PERIOD ______________________

COMPENSATION ______________________

CO-BROKE OFFERED ______________________

OWNER EXCLUSIONS ______________________

TARGET LIST DATE ______________________

> Bring the rent roll and the loan statement to the next meeting. With those two documents we can finalize the BOV, and you will know within a week whether the number works.
>
> NEXT STEP

Nothing in this presentation is legal, tax, or investment advice. Commercial transactions routinely require counsel, a CPA, an environmental professional, or a qualified intermediary — we will tell you when to engage them.

MLR
COMMERCIAL REAL ESTATE

LOCAL EXPERTISE · INVESTOR-FIRST APPROACH

Know the asset. Know the corridor.
Tell the owner the truth.
That is the whole job.

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Central Florida / I-4 Corridor — Orlando · Horizon West · Clermont · Brevard
Acquisitions · Dispositions · Leasing · Development