

COMMERCIAL SELLER CHECKLIST



Position Your Asset to Attract Strong Buyers

- ☐ **Contact Rollins and Associates Real Estate**
Proper positioning and buyer targeting increase value and speed.
- ☐ **Clarify Your Sale Objective**
Max price, quick close, tax strategy, or portfolio reallocation.
- ☐ **Prepare Clean Financials (2–3 Years)**
Buyers scrutinize income, expenses, and rent rolls.
- ☐ **Optimize NOI Before Listing**
Minor adjustments can dramatically improve valuation.
- ☐ **Review Lease Structures & Expirations**
Lease term stability directly affects buyer confidence.
- ☐ **Address Deferred Maintenance**
Unresolved issues lower offers and raise buyer risk perception.
- ☐ **Confirm Zoning & Compliance**
Misaligned use can kill deals late in escrow.
- ☐ **Market to the Right Buyer Pool**
Investors, owner-users, or developers require different strategies.
- ☐ **Prepare for Buyer Due Diligence**
Environmental, legal, and financial reviews can be intense.
- ☐ **Plan Your Tax Strategy in Advance**
1031 exchanges and capital gains timing must be coordinated early.



CONTACT

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