

5 TIPS YOU CAN IMPLEMENT TODAY TO BE BETTER AT CLOSING DEALS



REAL ESTATE IS ONE OF THOSE FIELDS WHERE YOU'RE EXPECTED TO LEARN BY DOING.

At ProDeal, we work with lots of analysts, associates, and transaction managers who close deals. Our job is to make their lives easier with our software.

But we also happen to be a team of experts who have closed billions of dollars in transactions before coming to ProDeal.

In this ebook we're going to save you from needing years of experience to give you the five most important tips we have that will make you the go-to person at your firm and synonymous with getting the deal done efficiently and on time.

Ready to become invaluable to your company and a rising star in the industry? Keep reading!

TIP 1:

SET EXPECTATIONS AT THE BEGINNING OF THE TRANSACTION

The best way to set early expectations is to send a kick-off email. In this email you should:

- Detail major requirements for closing;
- List milestones that need to be completed, and
- Important dates to the calendar



It is also important to clearly outline the next steps in every email, such as the date of a kick-off call, dates of inspections, the expected date that the title will be received, etc.

A well-prepared transaction manager might even send a bulleted list of all important dates in an email to their colleagues and counterparties. Indicate in the subject line to save this email for later.

If you really want to go above and beyond, send calendar invites for everything (e.g. if you're closing an acquisition, calendar the end of the due diligence period. If you're closing a loan, calendar the anticipated closing date)

TIP 2:

BE. ORGANIZED.

There are a lot of documents and constantly changing priorities in a CRE transaction. Once you become involved in the transaction, take on the organization of information as your top priority. You are the gatekeeper to every piece of diligence that is needed for a transaction.

To be truly organized, establish a single source of truth for deal documents and statuses of requests.

Typically this would be done in two places:

- A checklist that organizes deal deliverables and due diligence, and
- An internal drive, desktop folder, document management system, or data room that houses the actual files.

For documents in a data room or other shared site, make sure that everyone:

1. Has access (you will need to coordinate invites around deal kick-off)
2. Knows how to access the information (include a “kick-off” email before sending access and include relevant links so they can easily return to the information), and
3. Is clear on the process to request information throughout the entire transaction.

Lastly, it is inevitable a senior deal team member or counterparty will ask you for an update. To show your colleagues and the other side that you’re really a pro, keep requests and dates of completion updated in real time on your checklist. This will not only keep others informed but prevent you from having to backtrack before status calls or random one-off requests.

TIP 3:

MAKE THINGS SIMPLE.

There are 3 rules to communications with internal and external parties on a deal. Emails, requests, and responses should always be:

1. Clear: have a specific goal for each call or email.
2. Concise: keep communications as brief as possible.
3. Simple: limit the quantity of asks or next steps in communication

This is especially important when you are dealing with clients, principals, and managers who might not participate in the day-to-day activities of a transaction.

We especially love the 3 sentence rule for emails:

- Sentences 1 and 2 are condensed backgrounds.
- Sentence 3 is the question you need them to answer (remember: the simplest questions to ask will require either a “yes” or “no” response).

Here’s an example:

Borrower has indicated that they want to close in a week but we are still waiting on [INSERT 3RD PARTY REPORT]. On a prior deal with [OTHER CUSTOMER], we made the report a post-closing requirement to deliver within 30 days of closing. Can we provide the same accommodation?

TIP 4:

BE PROACTIVE

You can be proactive by looking beyond your day to day tasks.

For example:

Do you have visibility into your team's deal pipeline? Looking ahead is crucial to being a proactive transaction manager and knowing what deals are about to come up will help you get your process started right away.

Looking ahead allows you to be prepared and ready. Not looking ahead leads to surprises, delays and overwhelm.

It is also necessary to understand your transaction's timeline.

What problems have you seen arise in deals before? How can you prevent them from happening again?

Example:

Borrower's internal document system requires a week for their IT team to pull and organize electronic lease files. Asking your Borrower early about any lead time items can get you ahead of any issues and get them started on the process to get you what you need.

Lastly, you should pick a regular cadence to check in with the most important parties.

If you are closing an acquisition, pick the same day each week to send an updated checklist outlining all due diligence items, important dates and a description of the status of each item.

This is a proactive approach that brings the deal top of mind and gets everyone on the same page (and ultimately results in fewer delays to closing).

TIP 5:

KNOW THE PLAYERS

You sit in the middle of all parties involved in a transaction.

So it makes sense that you should always know your audience when discussing the transaction or releasing documents.

Often these parties have different, if not opposite, interests. Therefore, it is important to remember that not everyone should have every document or piece of information.

To ensure that you know who is who, create a working parties list at the beginning of each transaction (and bonus points if you circulate it to your team internally).

Keep it handy and make notes on it so you can play quarterback on the deal. Maybe someone else is in charge of negotiating deal points and business terms. But documents need to flow to get the deal done and you'll know exactly who gets what.

Lastly, remember that when starting out, it is okay to ask who should get what. You never want to be the one to accidentally send a document to a counterparty that they shouldn't yet see (or see at all).



WANT A TOOL THAT CAN IMPLEMENT BEST PRACTICES FOR YOU?

ProDeal was purpose built to provide you a comprehensive tool for tracking and organizing due diligence to ensure you can stay ahead of each deal and in control of the flow of information.

If you close large deals (e.g. portfolio transactions), have a high volume of deals (4+ per month), or just handle lots of documents, ProDeal might just be a fit for your team.

Our team of former transaction managers knows exactly what will make you successful and we built the product around that.

So how can ProDeal help you implement the tips discussed in this ebook?

- ProDeal deal rooms allow you to instantly **set expectations** by showing all major requirements, milestones and documents needed to close your deal.
- Documents on ProDeal can be uploaded and stored right in your real time checklist, fully **organized**, easily accessible and encrypted for added security. .
- ProDeal provides real time notifications, reminders and a daily recap so people can stay informed and ahead of closing with simple **reminders** of what's happening.
- ProDeal allows you to export checklists, create punchlists, track statuses, set due dates and reminders to **be proactive** throughout your deal.
- All ProDeal rooms have a simple working party's list organized by team so you will not only **know the players** but can also easily decide what each team can see and interact with in your deal room.

OUR PRODUCT WAS BUILT BY INDUSTRY PROFESSIONALS, FOR INDUSTRY PROFESSIONALS.

If you're interested in exploring more, schedule a free 30 minute consultation with our Head of Customer Success, Ian Group, a former big law real estate attorney who represented both borrowers and lenders, to see if ProDeal is a good fit for your organization

If you determine you would like to explore using the platform, we'll give you:

- Up to 5 hours of free onboarding to get set up
- Free access to our online training course
- Unlimited use of our transaction management team to help you build rooms and handle simple administrative tasks like uploading files from other data rooms.

Ready to learn more?

**[Click here to schedule](#) your first one on one call
with our Head of Customer Success.**

