



Gibraltar Value Added Client Services

Decision Analysis

Gibraltar helps to clarify and understand the need, motivation and reasons for selling a property. We analyze and understand the seller's timeframe for selling as well as the seller's repositioning options and opportunities.

Valuation Analysis

Gibraltar determines the highest possible price based on current financial performance and current market conditions; we help to understand how current rents, vacancy and expenses affect current market valuation. Gibraltar understands market competition on rents, market trends and rent demand in immediate area around the owner's property.

Property Capital Improvements

Gibraltar advises on which capital improvements will have the greatest value impact for our clients. We advise on which repairs and maintenance would give better curb appeal and provide staging strategies for repairs and capital improvements.

Marketing Strategy

Gibraltar helps to determine the best type of buyers to market and target and establishes marketing timetables and benchmarks for ensuring success. We develop a marketing plan to help maximize exposure to investors to promote the property creating an auction-like atmosphere between buyers.

Screen & Evaluate Offers

Gibraltar screens/pre-qualifies potential buyers seeking to submit offers and answers and addresses buyers questions regarding operating performance. We answer questions on area demand, rents and economic developments and evaluate and present offers, determining highest probability of success.

Negotiating the Selling Price

Gibraltar negotiates counter offers in the seller's favor, advising and negotiating final terms and conditions.

Managing the Transaction

Gibraltar develops and distributes transaction timelines and contact information ensuring timely execution of due diligence by buyer. We manage and negotiate contingency removal process ensuring adherence to contract terms and conditions.

Start Exchange Process

Gibraltar determines where to open a 1031 Exchange Account and facilitates 1031 process with the Exchange Coordinator. We start searching for Up-Leg properties for the seller.

Preparing Transaction Closing

Gibraltar coordinates and supervises document preparation, and provides selling client with pre-close consulting advice ensuring the Escrow or Title Company has wiring instructions.

Transaction Closing

Gibraltar reviews the closing settlement statement for the seller ensuring proper calculations of rent and deposit proration. We resolve last minute discrepancies, and provide clarification to complete transaction and coordinate delivery of keys and close escrow.