



# Successful Strategies for Buying and Selling Parks or Communities in Today's Economy

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# **LETTER TO THE BANK**

**Dear Banker,**

**In view of current developments in the banking market, if one of my checks is returned marked 'insufficient funds', does that refer to me or to you?**

**Sincerely Yours,**

# A. How to attract the best Buyers for your Park/Community

1. Information will set you apart from your competition and create activity.

2. What is the right price and how it attracts the right Buyers, right now.

### 3. Finance

Get lender quotes and become familiar with today's limitations for lenders.

## 4. Seller financing and why it attracts the best Buyers

## B. Financing Options

- It's all about maximizing price.
- “Creative” isn't a bad word.
- Logic alone won't cut it.



## C. Ways to Improve Numbers

- There is ONE strategy after you have raised rent to market level and installed individual water meters.

- Retain Residents
- Attract Residents
- Resident Referrals
- Resident Relations is the new amenity.

- Even if you are full or have only a few residents you cannot afford to do nothing.

- It matters to have a positive upward trend in occupancy, year over year. Many communities experience vacancy that in the past consistently had 95% to 100% occupancy.

**D. The Most common Objections  
to Seller financing and How to  
Work Through It.**

**1. Why do Sellers Not want to  
do a contract?**

2. What is the seller going to do with cash sale proceeds after paying capital gains tax?
3. Why do sellers want a down payment as big or bigger than the bank?

#### 4. Build trust with the seller.

- Transparency on your financials, credit rating, amount of cash available.

- Articulate your plan for the community.
- Articulate your big picture of your investments.



- Build rapport with the seller.
- Keep the communication open.  
Call, write, face-to-face contact.

- Send a unique, humorous or outrageous gift that will get the seller's attention and make him smile.

- Have a 30 second speech about why you want to buy the community.

- **Persist.** Think of this as pursuing a high level job with a corporation. Differentiate yourself from the other suitors.