

# COMMERCIAL REAL ESTATE

## ADVISORY SERVICES

Real estate plays a central role in most business transfers. For owner-operated businesses, the property itself often represents a substantial portion of the enterprise's overall value, yet its financial performance is rarely documented at true market levels. Buyers evaluating the business must understand the property's fair market rent, replacement cost, and market value in order to assess the business's cash flow, lending eligibility, and long-term viability. Without this clarity, deals slow, valuations get questioned, and negotiations become unnecessarily complex.

Stetson Real Estate provides the real estate valuation component with the same rigor a business broker applies to the business valuation. We determine what the property would lease or sell for in today's market, giving buyers and lenders the reliable data required for informed decisions.

Different categories of commercial property carry unique considerations such as zoning, utilities, access, visibility, parking, and proximity to complementary uses.

Stetson Real Estate advises across a broad range of owner-operated property types, including retail storefronts, mixed-use buildings, industrial and warehouse spaces, medical and wellness uses, restaurants, pet services, and childcare facilities.

Our role is to ensure the real estate is accurately valued, clearly presented, and fully aligned with the business sale - supporting a cleaner, more confident, and more successful transaction.



### REAL ESTATE VALUATION & MARKET RENT ANALYSIS FOR CURRENT USE

Stetson Real Estate establishes a precise picture of the property's market value today with the current use, including both sale and lease scenarios. This includes:

1. Market rent studies
2. Comparable sales analysis
3. Cap-rate supported valuation modeling
4. Cash flow impact assessments
5. Operating cost benchmarking

This process ensures that the business broker can present a complete and credible package to the market, giving buyers full visibility into the real estate component and strengthening their confidence in the overall acquisition.

### CLEAR DEFINITION

Stetson assists in identifying and resolving any building department issues that could impede a transfer. It is best to have a clear definition of the property's lot size and dimensions on an updated survey, along with proper boundary markers. Accurate floor plans and confirmed square footage, which Stetson can help facilitate, are essential and more reliable than relying on memory. Deed restrictions and any latent title issues should be reviewed and understood before negotiations begin. Zoning regulations that determine permitted uses must also be thoroughly evaluated.

### HAZARD AND OBSTACLE REVIEW

Stetson Real Estate also guides owners through the practical steps needed to ready a property for negotiation without obstacles.

Issues such as mold, asbestos, pests, or code concerns can derail a negotiation. A pre-inspection helps surface these hazards early so they can be addressed either before negotiations begin or incorporated strategically into the negotiation process.

Building department issues are also a potential impediment. We assist in identifying open building permits and improvements made without permits, giving you the option to remedy or openly discuss the status as part of the negotiation.

### VALUE OF ALTERNATIVE USES

We understand that most owners prefer to sell a property as-is where-is. However, the current use is not always the highest and best use. Stetson will identify those potential uses and the value they may unlock. This analysis provides the insight you need to understand the property's true value, select the right buyer, and make a well-informed decision that aligns with your financial goals.

Stetson Real Estate offers tailored commercial real estate advisory to help owners assess their options and position their property for maximum return, whether that involves selling, leasing, renovating, or repositioning the asset.

## ADDITIONAL SERVICES

✓	<b>Property Marketing Independent of the Business Sale</b>	Stetson Real Estate coordinates professional photography including drone shots, videos, and floor plans to ensure accurate and appealing representation of the space. We also prepare traffic and competitive use analysis to position the property effectively within the market.
✓	<b>Visual Enhancement</b>	Depending on the situation, especially for customer facing spaces, the visual appearance of the property may make a difference in price. We will guide you on preparing the property to show at its best by decluttering, addressing minor cosmetic improvements, and where applicable, business staging.
✓	<b>Marketing &amp; Syndication</b>	When it's time to list, Stetson Real Estate syndicates the property across all impactful commercial real estate platforms, including LoopNet, Crexi, OneKey MLS, SmartMLS, and the Greenwich MLS, to achieve maximum visibility.
✓	<b>Financing</b>	We tightly qualify all buyers and are well versed with SBA lending and optional seller financing.
✓	<b>Expert Negotiation &amp; Deal Closing</b>	With 25 years experience, negotiation is our strong suit. Our skilled, composed advocacy will bring your transaction to the finish line and achieve the best outcome.



**MARY STETSON**  
REAL ESTATE BROKER, FOUNDER

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4.8  
46 Google  
★★★★★



5.0  
62 Zillow  
★★★★★

## ABOUT MARY STETSON STETSTON REAL ESTATE

### Founder, Owner, RE Broker

Mary Stetson established Stetson Real Estate in 2000. A Westchester resident for more than 25 years, she has deep community ties, far-reaching knowledge of Westchester, and the Connecticut Sound Shore. Growing up in a three-generation family business, Mary learned firsthand the challenges and needs of small business owners and later created Stetson Real Estate with the same dedication and entrepreneurial spirit. Guided by her father's advice, "Take care of your clients and everything will take care of itself," the brokerage was built on a culture of unsurpassed client service, always placing the client first.

Mary's extensive career in finance and technology, including years as a multi-million-dollar contract negotiator for IBM, Systems Development Manager for MetLife, and management consultant, has provided the foundation for her to develop into a results-driven professional and accomplished communicator. With finely tuned business acumen, further enhanced by a solid educational background in Industrial Engineering and a Master's in Business Administration, Mary brings advanced data analysis, valuation modeling, and strategic problem-solving skills to every commercial real estate assignment. She is not your typical mainstream real estate professional.

Mary has received numerous industry awards and held multiple leadership positions. She currently serves on the board of OneKey MLS, which supports 50,000 realtors, and previously served as a Director of the Hudson Gateway Association of Realtors.

Stetson Real Estate holds a five-star rating on both Google and Zillow and is a five-time winner of Westchester Magazine's Best of Westchester award.