



Commercial Brokerage & Leasing

Marketing & Services

PRIMARY FOCUS AREAS

- Investment Sales
- Commercial Land
- Leasing
- Office, Retail, and Industrial



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Marketing Philosophy

Robert Buckner has always put an emphasis on being the information providers when it comes to marketing real estate. He often states his goal is for someone in Alaska to be able to know exactly what a property is like.

At Buckner Real Estate, we understand the importance of the roles we have when it comes to shaping our community through commercial real estate. This is why we focus so heavily on our marketing and its reach so we may help to source the best possible end users for a space.

Competitive Edge

When working with us, you gain a competitive edge in the commercial brokerage sector because our unique ability is to think like owners. This is because we are owners of local commercial properties which we manage and lease in house. This experience allows us to see things from your perspective and has provided a keen understanding of what prospective tenants and buyers are looking for, which ultimately leads to us being able to communicate properties more effectively to the market.

Due Diligence

We have found that doing much of the buyer's initial due diligence work on our front end often leads to a higher sales price and a timelier transaction because it helps buyers understand aspects that cannot readily be seen. This is done by providing items such as tenant rent roll information, detailed floorplans, soil reports, zoning information, and more.

Digital Marketing

Our digital marketing materials are our greatest marketing strength and are seemingly unmatched by any of our competitors because of the time and talent required to create these items.

Our main material is our marketing brochure that provides a clean and effective way to view each property. They are customized for each listing to provide all information needed in one shareable and savable document.

Within the brochure are further details and imagery about the property, as well as demographic data that is frequently utilized by potential tenants, developers, and investors to make their initial assessment on a subject market's suitability for their intended use.

Downtown Brooksville Office Space

237 N Broad | 3,600 SF | \$14/SF/YR or \$4,200/M







Listed By

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Neighborhood Trade



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Over 35 years ago, Buckner Real Estate, Inc., formerly known as Robert A. Buckner & Associates, Inc. opened in Brooksville, FL. Since the beginning we have sought to bring an elevated level of service to the real estate industry in the greater Hernando County area.

Photography & Technology

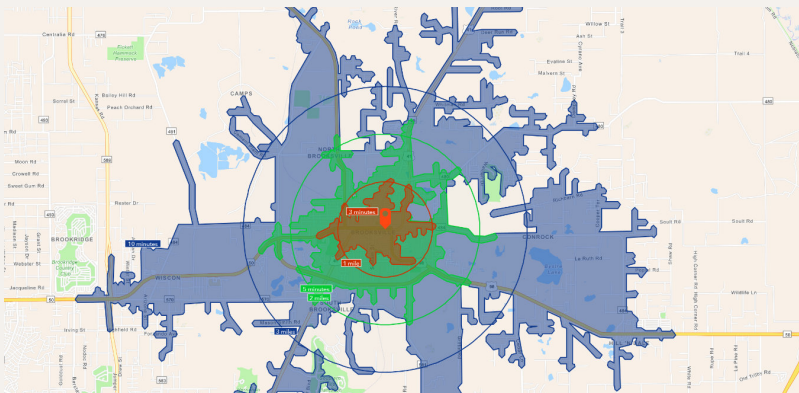
To capture photos, we use the latest drone technology so we may provide viewers with a full understanding of the property since strictly ground and satellite photos can limit the perspective.

Additionally for commercial buildings and more complex lease spaces, we create 3D tours that integrate directly onto our website that potential users can view on their own time and refer to after a traditional showing.



Mapping

We use a mapping software called MapRight that provides things such as soil reports, 360-degree photos, and various map layers. The main purpose of this software is to provide interested parties an immediate way to interact with your listing while providing much of the initial due diligence work from the moment the listing is viewed.



Demographic Data

Our demographic data comes from Esri, this data is frequently used by many national brands, especially retailers and developers, when assessing a market's suitability for their projects. We prepare and provide this data within our brochures so it is immediately accessible to potential buyers, this way they can make their assessments before looking at another property. We also hold an understanding of the software and can perform further assessments and void analyses to see what would work best on your land or in your space, which then allows us to market a listing to the right people and places.

Marketing Distribution

In today's world, the exposure a listing receives, particularly in the digital space, is vitally important to how it performs on the market. We understand this, which is why we take both a wide distribution approach and a more focused approach to ensure your property gets the exposure it deserves. Even with the internet being the primary source of exposure, we still believe in the traditional methods of marketing, such as signage, phone calls, and emails. For signage we place 4' x 4' or 4' x 8' on your property, which can be further customized for listings when appropriate.



Wide

Properties are listed on our website and in the local MLS to provide the property the most exposure to the area's locally connected agents.

Properties are listed on general commercial real estate sites such as Costar, Loopnet, Showcase, CityFeet, Crexi, and Total Commercial. Commercial land is uniquely posted on a range of land listing websites such as Land Broker MLS, Lands of America, Land and Farm, Land Watch, and Farms USA.

For the sites previously mentioned, we hold paid subscriptions that ensure your property is shown among the top of search results and is emailed directly to potential buyers and real estate professionals on a regular basis.

Our higher priced listings are distributed as advertisements to the Wall Street Journal Online, The Dow Jones Mansion Global, Barron's online, and Penta-Barron's online.



Focused

One of our favorite ways to tell people what's for sale is on the radio. Every weekday morning, Robert Buckner talks on the local WWJB (103.9 FM) radio station where he goes over new and existing listings.

Our new website also contains a built-in marketing platform that allows users to sign up and receive notifications once a property comes on the market. This feature allows users who have a serious interest in buying or leasing real estate to always be among the first informed.

Another method of targeted marketing is done through online platforms to send emails to those who show a specific interest in a particular property.

Specifically for industrial and commercial land, we list on Hernando County's Office of Economic Development's website (hernandobusiness.com). Hernando Business' website is focused on attracting and assisting both substantial and smaller sized businesses that would have a positive impact on Hernando County. Hernando Business is often a first point of contact for those companies who have an interest in the area, allowing them to recommend one of the properties listed on their website and then refer them directly to us.

Pricing

Within our own mapping software, we keep track of verified commercial building and land sales and have access to additional verified comparable sales data across other platforms for all types of real estate across Florida. When it comes to pricing your property, we create a report that goes over what has sold and what is on the market currently, along with our recommendations for listing prices.

Updates on Listing Performance

To clue you in on your listing's performance, we prepare a summary sheet of how your property has performed across the various sites it's listed on and share any feedback or our own thoughts on the property's performance.

