

REALTORS® Signature Series Speakers Bureau

Patricia Lynn, CCIM



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Speaker fee: \$3,000 + expenses

Course Length: Varies

BIO

Patricia Lynn is the principal of Lynnk, a real estate consulting company. Through Lynnk, Patricia provides strategic and organizational planning to both individuals and corporations. Her consulting services include land development, financial analysis, training and organizational development, outsourcing strategies, disposition strategies, data management and lease vs. own analysis.

Immediately prior to Lynnk, Patricia was the Western Regional Director of Corporate Real Estate Consulting Services for Price Waterhouse Coopers. A partial list of clients includes: Ford Motor Land, Washington Mutual Bank, Pacific Gas and Electric, Coldwell Banker Commercial, The University of Business and Economics in Beijing and the World Bank. Patricia is also an award winning instructor for the CCIM Institute.

COURSE DESCRIPTIONS

Don't Give Your Services Away For Free (or Fee-Based Consulting)

As brokers, we often give away services for free. Distinguish between “relationship building” and those services you can and should monetize. Many savvy brokers are transitioning to a consultative mode by compartmentalizing their services and changing to a fee-based model. In this session you will learn to:

- Identify consultative services
- Develop highly targeted presentations and
- Determine the appropriate method of compensation.

Getting Heard Above the Noise! (Strategies to Acquire Loyal Clients and Customers)

Given the dramatic shifts and challenges in real estate, we need to constantly revisit our business model...while also looking ahead. This session from seasoned veteran, nimble survivor and real estate trend watcher will provide tools to re-set and refocus your attention on your customers. And help you rise above the competition, the chatter of depressing markets and the nightly news.

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Interest-Based Negotiations for Real Estate Professionals

Now more than ever negotiations must focus on solutions and problem solving. When you successfully complete this workshop you will have a foolproof strategy for planning and conducting successful negotiations. Based on the “win/win” philosophy and tailored specifically to the hardball topic of commercial real estate you will walk away with an approach that gives everyone what they want while sustaining good relationships!

Perfecting your Presentations

You will leave this workshop with tips for creating dynamic presentations and new tools to use in assembling the presentations targeted specifically for your real estate client. This workshop was developed as a result of years of creating presentations for listings, tenant rep assignments and consulting projects.

Women in Commercial Real Estate – Yesterday, Today and Tips for Tomorrow

The role of women in commercial real estate – the past, present, and future and how it has evolved. This keynote speech includes statistics on women’s progress, interviews of top commercial real estate producers, key’s to effective networking and the speaker’s personal “Top Ten Tips for Success”. A lively and interactive talk that audiences enjoy.

How to Sell YOU and YOUR ideas in 30 seconds or less!

What sets you apart from the rest of your competition and how can you sell yourself most effectively? Based on renowned experts’ research in branding and networking, this workshop focuses on creating your personal “elevator speech” that assures you will be remembered for the unique benefits YOU can offer.

Understanding and Marketing Investment Properties

A primer to provide the practitioner with the basic skills needed to gather, organize and develop the critical information necessary to list and sell investment properties. Course includes basic financial analysis and a roadmap for getting started in the commercial investment real estate business.

Advanced Lease Analysis

Today’s market conditions create opportunities to negotiate lease buyouts and subleases for both landlords and tenants. Review the basics of leasehold valuation and learn how to create value by understanding the relative financial positions of the stakeholders. It is assumed that the participant has a basic understanding of compounding and discounting principles. Case study included.