BNI 1-TO-1 REFERRAL GUIDE · DADE CITY, FLORIDA

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PLEASE BRING PAGE 4 FILLED IN

WHAT I DO

I help business owners and property owners buy, sell, and lease commercial real estate across greater Tampa Bay, with hyperlocal depth in Dade City, Zephyrhills, San Antonio, Wesley Chapel, and Land O' Lakes.

START HERE: THE EASIEST INTRODUCTION YOU CAN MAKE

A free broker opinion of value.

A written opinion of what a commercial property is worth today. No fee, no obligation, no listing agreement, and no commitment to ever sell. It is a broker's opinion of value, not an appraisal.

Anyone who owns commercial property and has ever wondered what it is worth can say yes to this.

RECENT ONES I'VE WRITTEN:

- A downtown commercial block in Zephyrhills
- A medical office in Pasco County
- A former clinic in Sumter County
- A former clinic and pharmacy in Hernando County
- Another commercial property in Hernando County
- Two commercial parcels on US-98

> **The two US-98 parcels went under contract about three weeks after I valued them.**

LISTEN FOR THESE: THE WORDS THAT MEAN CALL BRIAN

- *"My lease is up next year and I haven't looked at anything."*
- *"The landlord raised the rent again."*
- *"I'm paying rent on a building I could own."*
- *"We've outgrown this space."*
- *"My accountant said I should own instead of lease."*
- *"We're opening a second location."*
- *"I just bought another truck and there's nowhere to put it."*
- *"I'm thinking about getting out in a couple of years."*
- *"My kids don't want the business."*
- *"I inherited some land and I don't know what it's worth."*
- *"We're closing the practice and we still own the building."*
- *"A client asked me about a commercial property and I don't do commercial."*

THE WHOLE GUIDE IN ONE LINE

You will never hear the words "commercial real estate."

You will hear one of the twelve sentences above, from someone who is not thinking about property at all. That is the moment.

Run this against your contacts before we meet.

The last page was for your memory. This page is for your database. Search your CRM, your phone, your client list, or hand it to whatever AI you use. The goal is that you walk into our meeting already holding names.

COPY AND PASTE THIS

Go through my contacts and find anyone who owns commercial property or land, leases commercial space for their business, runs a contracting, distribution, or medical practice, has ever mentioned expanding, relocating, retiring, or selling a building, or is thinking about selling a business that owns its building. List their names and tell me why each one matched.

THE FILTERS

- A business owner leasing 2,000 SF or more
- A business owner who owns the building they operate in
- A contractor, landscaper, or distributor running trucks or equipment out of a home or a yard that's too small
- Anyone holding vacant or unused land, especially a corner parcel on a commercial road
- A landowner with large acreage near I-75 or SR 52
- An estate, trust, or family holding property after a death
- A medical, dental, veterinary, or behavioral health practice
- Any business that has mentioned expanding, relocating, or a second location
- A residential agent in Wesley Chapel, Land O' Lakes, Zephyrhills, Dade City, or San Antonio
- A church, school, or nonprofit looking for space
- An owner of an older motel or extended-stay property

HOW TO INTRODUCE ME: USE THESE WORD FOR WORD

IF THEY RUN A BUSINESS

"Brian, this is Marcus. He runs a contracting business out of a leased shop in Zephyrhills and his lease is up in the spring. He has never owned a building. I told him you would walk him through what that looks like."

IF THEY ARE A RESIDENTIAL AGENT

"Brian, this is Dana. She is a residential agent in Wesley Chapel and she has a client asking about a retail space. She does not do commercial. You two should talk."

PLEASE DON'T SEND ME

- × Anyone buying or selling a house
- × Anyone who needs an appraisal. That is an appraiser, not me.
- × Anyone looking for property management
- × Anyone who wants me to raise money for their deal
- × Anyone who wants a number with no intention of ever transacting

I would rather you send me one right one.

WHAT HAPPENS AFTER YOU SEND SOMEONE

I call them inside 24 hours. You hear back inside 48.

You get a note after the first conversation, you stay copied through the deal, and if I cannot help them I tell you who can.

Three live situations. This is what a referral actually looks like.

None of these are hypothetical and none of them are closed. They are on my desk this week. Read them and the filters on the previous page stop being abstract.

1

THE CONTRACTOR WHO OUTGREW THE YARD

I have buyers who need room for trucks and equipment.

I'm working with buyers who need one to five acres for trucks, equipment, and storage in East Pasco. I also have a 3.79-acre commercial corner in East Pasco available right now. The owners who need this kind of space are usually running a roofing, electrical, site work, concrete, septic, or landscaping business out of a driveway or a yard that's too small. You hear it when they add a truck, get a letter from the county, or find out their landlord is selling the yard.

THE ASK **Who do you know running trucks or equipment out of a driveway or a yard that's too small?**

2

THE PRACTICE WITH A LEASE ENDING IN 2027

Two practices need space in Wesley Chapel right now.

A pediatric dentist wants to buy an office for the practice in the Wesley Chapel area. A wellness practice is finalizing a lease on an office in Wesley Chapel. If a medical, dental, wellness, or therapy practice has a lease ending in 2027, I want to talk to them. You hear it as a renewal notice, a rent increase, a new provider who needs a room, or talk of a second office.

THE ASK **Who do you know with a practice whose lease ends in 2027?**

3

THE OWNER SELLING THE BUSINESS WHO OWNS THE BUILDING

Three of my four July valuations were retiring practices.

The practice winds down, the owner retires, and suddenly there is a building nobody knows what to do with and nobody knows what it is worth. Most owners haven't figured out that the business and the building are two separate sales, with two separate tax bills. The building is almost never listed right away, because the owner has no idea where to start. The people who hear about it first are the owner's CPA and financial advisor.

THE ASK **Who do you know that owns their building and is within five years of retiring or selling the business?**

THE PATTERN IN ALL THREE

Not one of these people went looking for a broker.

Every one of them said something in passing to someone who was not thinking about real estate. That person is you, and that sentence is the referral. You do not need to know anything about commercial property to catch it.

Twenty minutes at your desk. Then bring it with you.

This is the whole reason I sent this ahead of time. Filled in, our meeting turns from a conversation into introductions. If you did not get to it, bring it blank and we will work through it together.

1. SIX PEOPLE OR BUSINESSES YOU WANT TO GET IN FRONT OF

Real names, not categories. “Pasco County School Board” is a name. “Someone in education” is not. In the meeting I will mark each one 1 to 5 for how well I know them or someone inside.

	NAME	COMPANY	HOW WELL I KNOW THEM
1			1 2 3 4 5
2			1 2 3 4 5
3			1 2 3 4 5
4			1 2 3 4 5
5			1 2 3 4 5
6			1 2 3 4 5

2. FOUR DREAM REFERRALS

Longer shot, bigger impact. The ones you would not normally ask for.

1 _____ 2 _____

3 _____ 4 _____

3. WHO DO YOU KNOW THAT I SHOULD KNOW?

_____

_____

_____

4. THE REFERRAL YOU WISH YOU GOT MORE OF

_____

_____

_____

5. ONE COMMITMENT EACH, BEFORE WE STAND UP

Not “I'll keep an eye out.” A name, an action, and a date.

	NAME	ACTION	BY
YOU WILL			
I WILL			



OFF THE CLOCK

Faith and family come first, and I do not keep that quiet. Married, three kids, one dog named Ripple. Three years in Dade City and not going anywhere.

Before commercial real estate I was a firefighter, a DJ, and a business coach. Every one of those was the same job: read the room and do what you said you would do.

Founding president of BNI Main Street. East Pasco Chamber, Rotary, and ties at USF and Saint Leo.

I also build websites for local businesses through So It Sticks (soitsticks.com).

IF YOU WANT TO GET ME TALKING

Ask me about the Zell rule. When everyone is looking right, look left, and be willing to be the only one there.

IF YOU ARE A RESIDENTIAL AGENT

Your client stays your client. I handle the commercial side start to finish and you are copied on everything. You are paid a referral fee on every closing, broker to broker on a written referral agreement.

WHO I WORK BEST ALONGSIDE

- CPAs and tax professionals
- Estate planning and business attorneys
- Commercial and SBA lenders
- Title agents
- Property managers
- General contractors and civil engineers
- Business brokers
- Residential agents

MY BNI MAIN STREET POWER TEAM

- **Hannah Caparaso**
  David A Bastian CPA
- **Sherri Holland**
  Dedicated Business Services
- **Andy Kohl**
  Merrill Lynch
- **Chirag Patel**
  The Aetherium Group
- **Sarah Hobbs**
  HTH Party Designs

AFTER WE MEET

One introduction each, inside seven days.

Not a promise to think about it. A live introduction by email or text with both people copied. I will send mine first. If nothing on these pages fits your world, tell me that too, and I will come back with something that does.



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