

Analysis of Writing in Commercial Real Estate Brokerage

Writing Type	Purpose	Audience	Length	Ethical Issues	Examples
Lease Document	Establishes a contractual agreement between two parties for use of an asset	Landlord, Tenant	>30 Pages	Must consider legality of certain clauses that are included in lease	Example of Lease Document
Estoppel Certificate	Reaffirms the lease terms that are agreed upon between the two parties	All financially involved parties	1 Page	Must consider the lease so that the estoppel does not conflict with the lease	Example of Estoppel Certificate
Marketing Brochure	Advertises a property or office space on the market in order to attract interest	Prospective tenants, buyers, client	<10 Pages	Must consider company guidelines on fonts and permission to use graphics	Example of Marketing Brochure
Introduction Email	Creates an initial conversation with a prospective client to begin a relationship	Prospective tenants, clients	<1 Page	Must consider the ethical nature of contacting someone via email without permission	Example of Introduction Email
Follow-Up Email	Continues the conversation that was first established by the introduction email	Prospective tenants, new connections	<1 Page	Must consider the ethical nature of contacting someone via email without permission	Example of Follow-Up Email

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Commission Agreement	Determines the commission percentage paid to broker after the deal is done	Landlord, tenant, other brokers, company	<5 Pages	Must consider the market average for commissions and not command more money	Example of Commission Agreement
Offering Memorandum	Notifies investment community that an asset is on the market and explains the asset	Investment companies, clients	<30 Pages	Must consider the truthfulness of all information presented and confidentiality	Example of Offering Memorandum
Call Log	Records past interactions with clients, former clients of prospective clients in order to stay current	Coworkers, company	<100 Pages	Must consider how certain clients are referred to even in a personal call log	Example of Call Log
Presentation Materials	Presents marketing information about company or asset to prospective clients	Clients, prospective clients, coworkers	<10 Pages	Must consider company's standards on marketing materials for uniformity	Example of Presentation Materials
Thank You Notes	Follows up with clients or coworkers to notify them of gratitude for their work	Clients, coworkers, connections	1 Page	Must consider if sending a handwritten note to a client is appropriate	Example of Thank You Notes