

Our Services

{slimbox align=|right| padding=|10| album=|services| title=|Mericle's professional staff can help you sell, lease or find property and buildings in Northeastern and North Central Pennsylvania.}|images/stories/2007/7187.jpg{/slimbox}Mericle Commercial Real Estate Group Inc. (Mericle) provides third party commercial real estate brokerage services in a 20 county area in Northeastern and North Central Pennsylvania. We help property owners sell and lease industrial, office, retail and special use properties. We also help property seekers find commercial buildings and sites throughout our coverage territory. And, when a client needs assistance finding property outside of our footprint, we utilize our membership in the TCN Network, a national real estate consortium, to complete a successful search.

Mericle also provides business brokerage services for owners interested in selling their goodwill, furniture, fixtures and equipment. Sometimes, these owners are also willing to sell their real estate, but other times, they may be leasing space and therefore are only seeking to sell their business.

Helping Property Owners…

Our Eight Step Sales Process

{slimbox align=|right| padding=|10| album=|services| title=|Mericle staff have many years of experience in commercial real estate.}|images/stories/2007/7146.jpg{/slimbox}Successful brokering requires a very systematic and disciplined approach. At Mericle, we utilize the following eight-step process to give us the best chance of selling and/or leasing real estate.

- Valuating and Evaluating

During our first step we perform a valuation and evaluation of your property. To develop a valuation, Mericle undertakes a competitive market analysis. We identify and analyze comparable properties that have sold and/or leased in the market in the past three years. We use these comparables to set a sales and/or lease price that we think is achievable for the present market. An evaluation is a determination of the highest and best use of a subject property.

- Identifying Potential Users

Based on the evaluation, we develop a list of potential purchasers and/or users. We then define a clear outline of the attributes and potential uses of your property. As a leader in the commercial real estate market, we are fortunate to have more than 25,000 names and addresses in our Mericle database, which allows us to develop a customized contact list for each of our property listings.

- Making the Right Contacts

Mericle uses four methods to personally introduce your property to potential users and cooperating brokers in the regional and national marketplace. These methods include face-to-face meetings at regional and national trade shows, e-mail, direct mail, and telephone.

- Advertising Your Property

We advertise your property on the Internet via Mericle's Web site, local Multiple Listing Services (MLS) and national searchable databases such as Property Line, LoopNet, CoStar, Plain Vanilla Shell Marketplace, BizQuest, and Bizbuysell.com.

Mericle also regularly advertises our listings in 10 newspapers and business magazines throughout the region and on a quarterly basis, we mail a full-color brochure with information on selected properties to close to 10,000 commercial real estate brokers, economic development officials, business owners and investors. On a monthly basis, Mericle announces all of its new listings via a printed and electronic mailer.

- Designing Your Brochure

Mericle prepares a distinctive full-color brochure for your property, that outlines all of the information a potential user needs to make an informed buying decision

- Screening Your Customers

Mericle screens all potential buyers/lessees to assess their general business reputation and to determine their ability to purchase or lease your property. We report all of our findings back to you our client.

- Giving you Feedback

Mericle strives to maintain continuous personal contact with you and submits timely written and oral reports highlighting all of our efforts to market your property.

- Serving as Your Advisor throughout the Negotiation Process

Mericle works closely with you during contract negotiations to obtain the best sale and/or lease price for your property.

We believe this eight step process represents the most comprehensive sales/leasing plan in the industry. We feel that our many strategic community relationships firmly position us as the best candidate to assist in the lease or sale of commercial real estate. We are confident in our ability to rise above the competition to help you sell or lease your property.

Helping Property Seekers

{slimbox align=|right| padding=|10| album=|services| title=|The Mericle team works together to meet client needs.}|images/stories/2007/7206.jpg{/slimbox} Our Four Step Process

Seekers of commercial real estate often ask Mericle to help find a property that matches their needs. Our agents work diligently to find the most suitable buildings and/or sites and then act solely on behalf of the property seeker to help negotiate the best possible sale or lease terms.

To ensure our commitment to the customer, we may enter into a "buyer's agency" that creates a "client-principal relationship." This enables the Mericle sales agent to work on behalf of the buyer to safeguard their interests in obtaining the best possible acquisition price.

When representing a property seeker, Mericle agents use the following four (4) step process to increase the chances that suitable real estate will be found:

- Assessing Your Needs

First, we ask our client to outline their basic real estate needs. Then, using our knowledge of the local market and commercial real estate, we work closely with our client to more specifically define a "suitable property." This helps us greatly during our property search. We also do our best to assess our client's financial capabilities to help us match them with a property they can afford.

- Finding a Property

During the search phase, we use our extensive network of national and local commercial listing services, our relationship

with scores of brokers from other firms, and our extensive knowledge of the market, to find a property that fits your needs.

- Representing You During Negotiations

We will advise you as to whether the asking price is fair for the market and will work on your behalf to secure the property at a price that is acceptable to you.

- Representing You at the Closing

Mericle's agent will help you through the closing transaction. Our agent will communicate regularly with the seller, the seller's legal counsel, your counsel, your lender, and the closing / title agent to increase the likelihood of a smooth closing.

Business Brokerage Services

When helping an owner sell a business, we interview company management to get a clear understanding of the strengths of the business being sold. We then develop a customized marketing plan to attract business buyer prospects. We also develop a business valuation summary that uses comparable sales of other businesses using a national database. Our valuation takes into consideration an analysis of a normalized income statement and the value of normalized cash flows to the business. Setting a fair value is a solid way to promote a sale that will be satisfying to both the buyer and the seller.