

THE INDUSTRIAL BROKER

QUICK-REFERENCE CARD

THE FIVE QUESTIONS FOR EVERY BUILDING

1. What is this building actually capable of?
2. Who is the ideal tenant for that capability?
3. What submarket function does this building serve?
4. What is the current owner's situation?
5. What is the most valuable thing I could do for any party here?

TENANT DIAGNOSTIC QUESTIONS

- Walk me through a typical operating day at your current building.
- What is your current biggest operational pain point?
- How do your trucks load and unload? What does peak volume look like?
- Where does your labor come from?
- Who are your three largest customers/suppliers by volume, and where?
- What is your business expected to look like in three years?
- What is the cost of being wrong on this decision?

BUILDING SPECS CHECKLIST

- Clear height (to joist) Dock count & size Drive-in count & size
- Truck court depth Column spacing Slab thickness/condition
- Power (amps/volts/phase) Sprinkler type Office %
- Site coverage Roof age Zoning (as-of-right vs. conditional)

CAP RATE QUICK READ

Lower cap = better location, stronger credit, longer term, lower risk, stronger growth, more buyers

Higher cap = weaker location, shorter term, more risk, limited growth, smaller buyer pool

WEEKLY DISCIPLINES

- Pipeline review — same time every week
- Deal deconstruction — 2 hours, 2-4 recent deals
- Target list outreach — minimum cadence by tier
- Market narrative refresh — quarterly written update
- Building tours with functional rating — minimum 3 per week