



# How to choose a broker

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# Cross border experience

- Only 17% of transaction value in the past 5 years in Slovenia is accounted for by domestic purchasers
- Although cross border transactions are in the minority across Europe, they make up the majority of deals in CEE and Slovenia

# Relevant previous experience

- Experience in your asset class (office, retail, logistics, hospitality) is essential
- Appropriate track record, should have done similar deals over a period of time

# Reputation

- Potential buyers will take some companies more seriously than others
- A reputable and well known broker will attract more attention to your property, and the offer will have more credibility

# Presence on the ground

- Must have a representative here in Slovenia with knowledge of previous transactions, which investors currently interested in Slovenia, current market conditions, project pipeline, and contact with local banks

# It's a team effort

- You will be working very closely with your broker and you should feel comfortable and happy to have regular contact with the company you choose

# Trust

- It goes without saying that you must trust your broker implicitly.
- Your broker should have your interests as their number one priority

# Energy

- Selling an income generating asset is not just about finding one buyer
- You need to find a broker who will go the extra mile and generate interest amongst several potential buyers to create 'buyer tension' and ensure the best deal for you



- Now back to Mike Edwards of Cushman and Wakefield who will continue with timing options, investment memorandum and marketing to capital markets...