

# StreetWise

Observations on the Greater Vancouver Commercial Real Estate Investment Market by Sam Emam

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## Block to Block Advice For Today's Evolving Market

The past year has seen fundamental changes in how we conduct the business of real estate. The use of digital tools is now mainstream, accelerating innovations that will continue to change how we discover and engage new opportunities in the market as well as partners in business. The shifts made a fresh website for our team – your team – a smart move.

With more than 300 transactions completed across Metro Vancouver since 2004, Sam Emam and Block to Block Commercial have the experience, knowledge and connections needed to represent owners of multifamily, mixed-use and commercial properties. BlocktoBlockCommercial.com is a tool empowering the investors whose transactions keep the region's economy growing and our communities vibrant.

Continuing our history of building relationships with property owners, occupiers and investors, the new site includes a profile of our team and introduces visitors to some of the people and properties we've worked with in the past. It showcases our comprehensive marketing plan, including paid advertising, social media platforms and industry networks – both our own database of contacts, commercial broadcast systems and Corfac International. With an office in Shanghai, the Macdonald Real Estate Group is able to engage directly with buyers across Asia.

Our team is also savvy to the need for high-quality production values. Professional photographers,

writers and digital media specialists will ensure your property looks its best to clients. Our close relationships with industry consultants will ensure information packages include the market data needed to explain the opportunity a property presents to potential buyers.

When you work with Sam, you're not just working with a knowledgeable broker but a team of informed professionals that will help you obtain the best possible price in the shortest amount of time. To quote the testimonial of one client, "Sam and his team worked extremely hard to prepare the due diligence package, used all marketing channels to attract qualified buyers and negotiated a great price for me."

The site categorizes current listings by asset type, including industrial and commercial; multifamily and mixed-use; and development sites. This allows you to identify current opportunities and to reach out for more information, or to learn more about the market potential of your own property.

Whether you're looking to enter the market, grow your portfolio or rebalance your holdings, Block to Block Commercial has the tools needed to support you. We're happy to answer your questions, adding our experience to yours. With a flexible, client-centred approach, Sam Emam will take time to understand your situation and work with you to achieve your objectives.

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*Block to Block Commercial is here for you to answer any questions you have regarding the current state of the market and the opportunities for your property.*

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