

HOW TO SET UP AND USE YOUR DEAL BOOK

Most commercial Intermediaries lose a lot of business **because they are not organized**. Post-It™ Notes are no way to run a business. Holding every party accountable in a deal is the easiest and most surefire way to provide certainty of closing your deal. Your deal book doesn't need to be expensive, **but it should look professional**.

The one that Sal prefers and is seen using in the video can be found [here](#)

Date: _____

Project: _____

Contact: _____

Phone: _____

Email: _____

Current NOI: _____

Pro Forma NOI: _____

Current Debt Stack: _____

Sources and Uses: _____

Exit Strategy: _____

_____ LM / EM

Use checkboxes to hold all parties accountable!

Q: Question to ask

Leave This Page Blank

New Deal Goes on Next Page



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