

GROWING YOUR COMMERCIAL REAL ESTATE LAW PRACTICE

DC BAR PRACTICE 360°

A DAY FOR LAWYERS AND LAW FIRMS

May 19, 2017



LAW OFFICES OF
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J.J. Sherman

FOUNDER AND PRINCIPAL
LAW OFFICES OF J.J. SHERMAN, P.C.
COMMERCIAL REAL ESTATE AND CORPORATE LAW

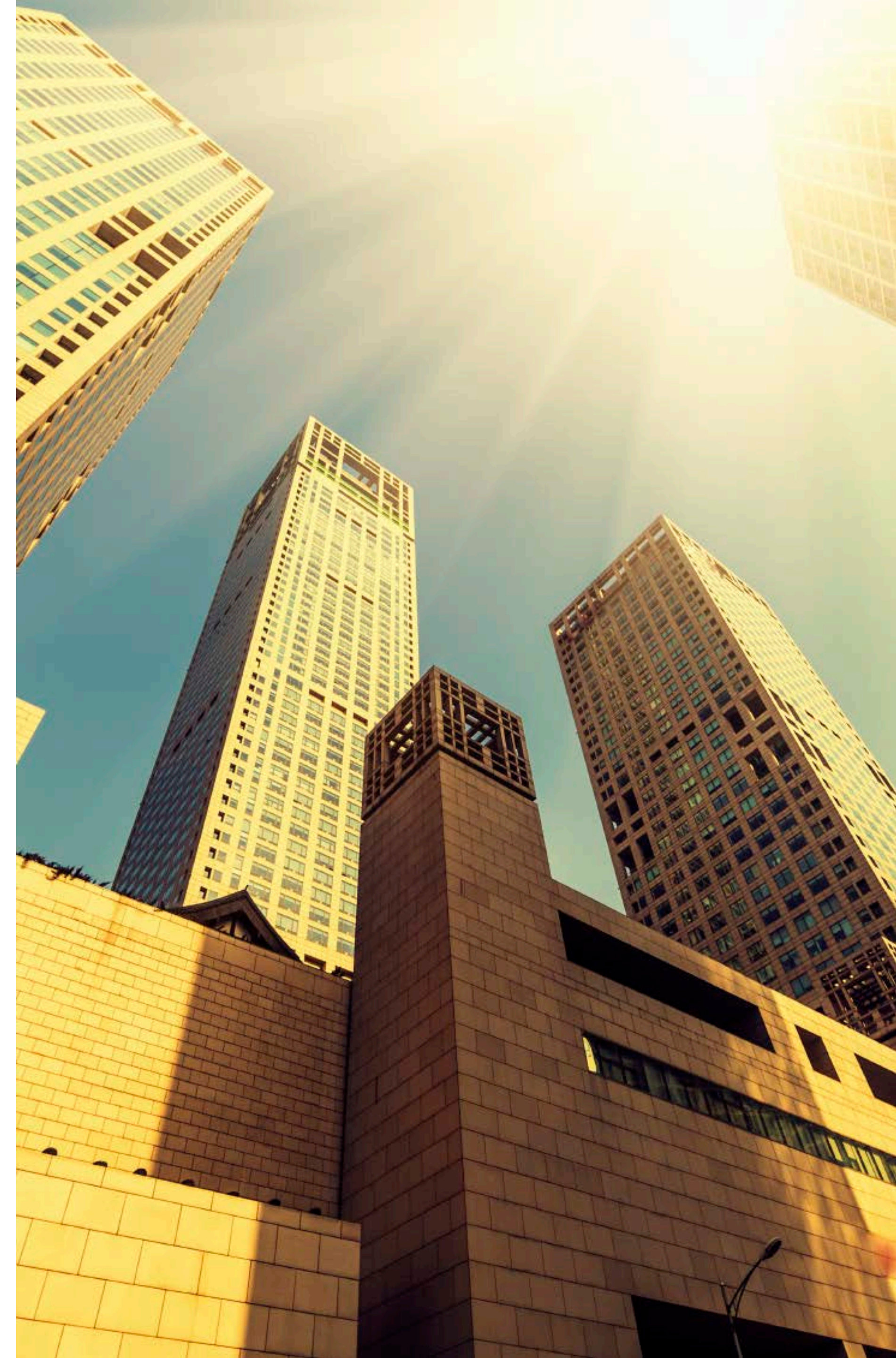
16 years of experience in commercial real estate law and corporate law.

Serves retail businesses in expansion mode, businesses leasing or buying office space, and investors buying and selling commercial real estate.

Previously practiced at Sullivan & Cromwell LLP in New York
and Latham & Watkins LLP in Los Angeles.

Graduated magna cum laude from St. John's University School of Law.

Admitted to the bar in DC, NY, CA, CT, and PA.



We'll discuss

- What is a commercial real estate law practice: the transactional side
- How to market your commercial real estate law practice throughout the real estate cycle
- What to expect throughout the life cycle of a commercial real estate deal

What is a commercial real estate law practice: the transactional side

 Purchases and sales of property

 Leases

 Ground leases

 Financings

 Joint ventures and partnerships

 Workouts of existing deals

 Terminations and amendments

~~ Litigation~~

How to market your commercial real estate law practice throughout the real estate cycle



Deal formation
cycle



Termination or
disposal cycle



Marketing
campaigns



Fee structure

What to expect throughout the life cycle of a commercial real estate deal

HOW TO ADD VALUE AT EVERY STAGE



Term sheet



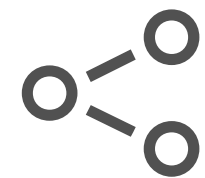
Diligence



Document negotiation



Closing



Post closing



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