

The Barron Difference

How we turn your commercial real estate goals into reality

We don't wait for the phone to ring.

We make the calls.

That one line is the clearest difference between Barron Commercial Group and the rest of the field. You have capital at stake, a timeline to honor, and a vision for what comes next — and you deserve a partner who treats your property with that same urgency. A property this valuable shouldn't have to hope the right buyer stumbles across it. The conventional brokerage model is passive: list the property, post it to the usual websites, plant a sign, and wait. Months pass, feedback stays thin, and the buyer or tenant most qualified to act may never even learn your property exists. The worst part isn't the wait — it's not knowing whether anything is actually happening. We work the opposite way. We identify the right prospect before they realize they're in the market, and we go create demand rather than wait to be found. That is how a property commands its highest, most defensible price — not by being listed, but by being deliberately placed in front of the precise audience most motivated to act. It works: on the listings we take, we source the buyer or tenant ourselves roughly 87% of the time. For you, that means your outcome doesn't hinge on whether another broker happens to bring the deal — we go make it happen.

Only

The only CCIMs
in the Owensboro market

1 of 61

CCIM Senior Instructors
in the world

50+ yrs

3 generations
of commercial real estate

+397%

Revenue growth
since our 2021 rebrand

Co-broke cooperation with national firms · CBRE · JLL · Cushman & Wakefield · Colliers

You're trusting us with what may be your single largest asset — here's why that trust is well placed. We hold the only CCIM designations in the Owensboro market — the gold-standard credential in commercial real estate — so the person underwriting your property has been trained to the highest bar in the industry. **Bo Barron, CCIM**, is one of only 61 CCIM Senior Instructors in the world, which means the expertise other firms send their brokers to learn is the expertise working directly on your deal. Our roots run more than fifty years and three generations deep, back to Wm. G. Barron Enterprises, and since our 2021 rebrand to Barron Commercial Group we've grown revenue by 397% — momentum we reinvest straight back into the reach, tools, and people that widen the market for your property. Through co-brokerage cooperation with national firms — including CBRE, JLL, Cushman & Wakefield, and Colliers — your property reaches qualified buyers well beyond the local market. And we are a **pure commercial real estate brokerage**: we aren't developers, we don't sell houses, and we aren't the commercial arm of a residential firm. With no development arm, we are never a competing principal for the assets we represent, so our interests stay aligned with yours — in a typical engagement our fee is earned only on a successful closing, which means we win when you win.

That standard runs deeper than any one name. **Todd Humphreys** spent more than two decades in commercial banking — rising to Vice President of Commercial Lending — before moving into commercial development and property management, so he reads every transaction from both the lender's and the seller's side of the table. That's a rare edge when it's time to structure financing or anticipate what an appraiser and underwriter will want to see. And you are never handed off to junior staff: as our team grows with brokers like **Matt Brannon**, **Joe Humphreys**, and **Eric Thomas**, that added capacity exists for one reason — so every client gets senior-level attention from the first conversation through closing.

The same job, done two different ways

MOST BROKERS	BARRON COMMERCIAL GROUP
List the property and wait for inbound interest.	› Build a targeted prospect list and personally pursue the buyers most likely to pay the most.
Operate as generalists, splitting focus across residential, development, and commercial.	› Focus on one discipline — commercial real estate, and nothing else.
Hand showings to junior staff or a lockbox.	› Show up for every property showing in person, so we hear each prospect's reaction firsthand.
Leave you guessing between updates.	› Report in writing every month — every contact made and every reaction gathered.
Present whatever offer happens to arrive.	› Engineer competition, so qualified buyers value your property against one another.
Go quiet once the property is under contract.	› Quarterback every party, deadline, and document across the closing line.

The Barron Commercial Property Advantage™

A disciplined six-stage system that turns your asset into a competitive event.

Stages 1–2 set the right target • Stages 3–4 build a competitive market • Stages 5–6 protect your price to the close



1. The Client Clarity Compass™. Everything begins with you. “Sell the building” is rarely the real goal — the real goal might be hitting a deadline, freeing trapped equity, exiting a management burden, or repositioning capital. Through a structured Dangers, Opportunities & Strengths conversation, we map what success truly looks like, surface the constraints that change strategy, and build a personalized roadmap around your definition of a win.

2. The Blueprint Breakdown™. With your goals clear, we build a defensible Broker Opinion of Value grounded in real numbers — triangulating the income approach, actual comparable sales, and replacement cost, never a broker's gut feel — and translate it into a pricing and marketing strategy. We identify what could derail the deal and fix it before a buyer's due diligence finds it, because the high offer that collapses in due diligence is worth nothing. The result is a valuation you can put your name behind and defend to a board or a lender, backed by the accountability too often missing in this industry.

3. The Exposure Optimizer™. Maximum visibility is the floor, not the ceiling. Your property is featured across the most-trafficked platforms — CoStar, LoopNet, and CREXi — supported by a professionally underwritten offering memorandum, an exclusive email list, impactful signage, and a professional digital presence. But we don't rely on social media to move commercial property. A post doesn't sell a building; deliberate outreach to the right buyer does. Our online presence exists to reinforce that outreach, not replace it — and a tight, well-supported package lets serious buyers underwrite quickly and bid with confidence.

4. The Elite Engagement Maximizer™. Now your property goes to work on the exact people most likely to pay top dollar for it. Your campaign moves from passive to active: we build a curated list of the most logical buyers — strategic users, exchange buyers on a clock, adjacent owners, capital with mandate fit — and engage them directly through calls, meetings, letters, and emails, often before they know they're looking. Every month, you receive a detailed report of every contact made and every piece of feedback gathered: demand created deliberately and reported honestly.

5. The Peak Price Catalyzer™. When it's time to negotiate, you want a seasoned advocate at the table, not a messenger. We always negotiate from a position of strength — because buyers and tenants can sense desperation, and it costs you every time. We manage the timing of offers to keep qualified buyers competing, vet each buyer's capacity to actually close, and protect the terms that matter beyond price. And when a deal is weak, we'll tell you to walk away rather than talk you into it just so we get paid — we're paid only when you truly win. Our goal is your highest net, closeable price.

6. The Finish Line Facilitator™. A deal isn't done until it closes, and closing commercial real estate is rarely simple. We serve as your strategic quarterback — coordinating buyer, attorneys, lender, and title, and managing the due diligence and contingency calendar so momentum never stalls. You cross the finish line exactly as planned.

You've worked too hard on this asset to leave its outcome to chance.

Picture the transaction handled the way it should be. Your property is actively championed to a market built around it. You're never left in the dark. Negotiations are led by a credentialed expert who fights for your number. And the close, with all its complexity, is driven to a clean finish — so you walk away with your highest closeable number and a decision you can defend.

Let's talk. Book a 30-minute call and we'll walk through your goals, your timeline, and exactly how we'd take your property to market.

Not ready to list? Start with a complimentary Broker Opinion of Value and positioning review — a clear read on what your property is worth and how we'd create demand for it, with no obligation.

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