

WHY USE A BROKER TO REPRESENT TENANT INTERESTS?

Saves Time

Review requirements and compare potential locations in order to screen and eliminate options that don't fit or are unwanted solicitations.

Creates Competition

Shows every property available to meet requirements and notifies the landlord of those opportunities.

Knows Possible Issues

Navigates the pitfalls from issues that arise in lease negotiations, and protects tenant.

Provides Impartial Third Party

Keeps the emotions out of the discussions and represents tenant interests without wearing their hearts on their sleeve, for a favorable outcome.

Examines Preliminary Pricing

Ensures the tenant build-out of improvements is maximized in an allowance from the landlord.

Takes the Lead

Gives tenant more time to focus on core business because real estate transactions are time consuming and require constant attention.



THOUGHT

- "We don't need advice, we've done this before"
- "I have a good relationship with the landlord and they gave me the comparable deals done in the market"
- "I don't want to go through the hassle when I know I'm going to renew"
- "Landlord says my rent will go up if I have representation"

REALITY

Tenant represented by real estate advisors provide the impression to landlords that they're serious about relocating, motivating the landlord to offer the most competitive rate in order to retain them.

Landlords will only cite lease comps most favorable to their position, and in order to get a complete view of the market activity and trends, a tenant needs a trusted advisor representing tenants interests who can find comps favoring tenant position.

The real estate advisor minimizes the hassle while also generating leverage needed in order to drive a more fair transaction. Even though the goal is to stay, it is when the landlord sees a credible threat of moving that they sharpen their pencils and give better terms.

Full commission is accounted for regardless if tenant had representation because of the landlord's broker, or the landlord as a profit center, receive the full fee, whether or not the tenant's interests are represented. The reality is that in all instances, a good advisor will save more money than the commission paid!

**Project Timeline: 12-18 Months
in Advance of Lease Expiration**

Define objectives and understand strengths/challenges of current situation

Develop in-depth strategy in advance in order to overcome time limitations

Create leverage within the marketplace

Initiate negotiations

Procure advantageous outcome



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