

# Top 7 Reasons to Use a Broker

## 1. You have nothing to lose, and everything to gain

- Brokers save clients time, money and risk, pure and simple.
- Brokerage fees are paid by the landlord – not the tenant.
- It costs you nothing extra to use a broker. You are just accessing “market fees” that are going to be paid as part of your transaction

## 2. Brokers are better at this than non-brokers

- Brokers are immersed in the market all day, every day.
- ▶ They have not only the research and negotiating skills to succeed, but a deep real-time knowledge of markets that can change daily.

## 3. Brokers have access to better information

- ▶ Brokers have access to up-to-the-minute market intelligence that provide you the best options at any given time.

## 4. Brokers save you time

- ▶ Engaging a broker enables you to eliminate non-productive time and focus on strategically addressing the “big picture” of your real estate portfolio
- ▶ A good broker can also research conditions surrounding your own landlord such as the asset's financing for intelligence that can be used to your advantage in negotiations.

## 5. Your process shifts from reactive to proactive

- Brokers think about leases every day, and continually keep their clients posted on market trends and opportunities
- Establishing a relationship with a broker can elevate your process from a reactive mode that kicks in when the lease is up, to a proactive stance that anticipates opportunities in advance, enabling more effective pursuit when the time comes.

## 6. Not using a broker tips your hand to the landlord

- Eliminate what not using a broker suggests to your landlord; that you do not plan to move, or that you are less likely to drive a hard bargain.

## 7. Using a broker reflects the good business practice of outsourcing for non-core services

- Organizations regularly outsource for specialized skills outside of their core capabilities, such as accounting or legal counsel. Commercial real estate is a similarly exactly business function, and it is typically the second or third largest expense on operational balance sheets. With so much at stake, it pays – literally – to outsource to a specialist.

A good broker will save an average of the cost of their fee

5x

