

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

