Do You Have The Time & Expertise To Find, Compare, And Hire The Best Commercial Real Estate Professionals?

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Selecting the Right Commercial Real Estate Broker May Be One of the Most Important Business Decisions Your Company Makes

When your company needs to lease new space, renew an existing lease, purchase or sell a facility, dispose of surplus property, or optimize its real estate portfolio, one of the first—and most important—decisions is to select the right commercial real estate broker. Unfortunately, many organizations underestimate how difficult that decision can be. They assume that all brokers provide similar services, have comparable expertise, and will achieve similar results.

Nothing could be further from the truth.

The commercial real estate broker your company selects can significantly influence your occupancy costs, lease terms, operational flexibility, financial risk, overall real estate strategy, and how you operate your business for years to come.

The question is: ***"Do you have the time, resources, and expertise to identify, evaluate, compare, and hire the right commercial real estate broker who is truly best qualified to represent your company's interests?"***

The Challenge Is Greater Than Most Companies Realize

There are thousands of commercial real estate brokers operating across North America. Many have impressive websites, polished marketing materials, recognizable company names, and persuasive sales presentations. But appearances can be deceiving.

The real challenge is determining which commercial real estate brokers possess the specific qualifications needed for your company's assignment. As a means of identifying candidates, questions you should be asking yourself include:

- Which brokers have successfully completed projects similar to yours?
- Which brokers specialize in your industry, property type and size, transaction type, and geography?
- Who has the strongest negotiation skills?
- Which firms have potential conflicts of interest and how do they manage them?
- Who will actually perform the work?
- Which commercial real estate broker offers strategic insight, planning and execution expertise—not just transaction services?
- Who can we trust the most?
- Which team is most likely to deliver measurable financial value?

Finding reliable answers requires time, research, industry knowledge, and expertise.

The Cost of Choosing the Wrong Broker

Selecting the wrong broker can have lasting consequences, including:

- Paying above-market occupancy costs
- Missing valuable financial incentives
- Accepting unfavorable lease provisions, purchase or sale terms
- Losing negotiating leverage
- Increased operating expenses
- Reduced flexibility for future growth
- Higher relocation costs
- Greater business risk
- Costly errors
- Missed opportunities to optimize your company's occupied real estate

Such consequences can have significant effect on your company and its financial performance and can continue throughout the time your company will occupy its facilities.

Most Executives Already Have Full-Time Jobs

CFOs, CEOs, business owners, private equity professionals, and corporate executives are responsible for leading their organizations—not becoming experts in commercial real estate brokerage selection.

Evaluating multiple brokerage firms requires:

- Researching qualifications
- Reviewing experience
- Coordination introductory meetings
- Conducting interviews
- Comparing service teams
- Evaluating industry expertise
- Assessing negotiation capabilities
- Identifying conflicts of interest
- Developing service requirements
- Documenting and communicating service needs to candidates
- Comparing proposals
- Confirming references
- Comparing strategic approaches
- Negotiating engagement terms and written agreements

Few business executives have the time or internal expertise to perform this process thoroughly.

Why a Structured Broker Selection Process Matters

Companies routinely conduct formal evaluations before selecting:

- Accounting firms
- Law firms
- Investment bankers
- Insurance brokers
- Technology providers
- Executive search firms

Why would your company not take the same precautions in selecting and hiring the right commercial real estate broker, especially given the importance of your transaction to your company's overall operating and financial performance?

Given the financial importance of commercial real estate, the process you deploy to hire the right commercial real estate broker should be just as disciplined and objective as any other.

Your Time Is Valuable

Every hour you or your executive team spends researching and working through the process of hiring the right commercial real estate broker is time not spent managing sales, customers, operations, employees, growth initiatives, or shareholder value.

By engaging experienced professionals to manage the broker selection process, your organization can make a better-informed decision while allowing executives to remain focused on their core responsibilities.

Hire the Right Commercial Real Estate Broker!

Commercial real estate decisions affect growth, profitability, operational flexibility, employee attraction and retention, and productivity, as well as company image, corporate risk, shareholder value, and more. Selecting the right commercial real estate broker is one of the most important decisions your company will make.

Don't hire a commercial real estate broker simply because they're visible or recommended by a colleague. Hire the right commercial real estate broker who will best understand your business, develop intelligent strategies, identify the best properties and transactions, negotiate exceptional outcomes, and will remain committed to protecting your interests throughout the entire real estate lifecycle.

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Real Estate Strategies Corporation

Through its *"Hire the Right Commercial Real Estate Broker"* services, Real Estate Strategies Corporation **does not** serve as its clients' real estate broker but, instead serves as their advisor in selecting the right commercial real estate broker. *"Hire the Right Commercial Real Estate Broker"* is not a broker directory, nor does the Company represent real estate brokers. Real Estate Strategies Corporation only represents the companies who hire it and relies on its experience and highly detailed knowledge of the brokerage and commercial real estate industries to assist companies in hiring the right commercial real estate broker. Real Estate Strategies Corporation also delivers broker and transaction management services to ensure that the brokers its clients hire will deliver on their commitments, provide the best possible services, and achieve their defined objectives.

Real Estate Strategies Corporation provides a Low Cost, No Cost financial model that permits its clients to receive Broker Selection Services at a Low Cost and Broker and Transaction Management Services at no cost.

Real Estate Strategies Corporation is a commercial real estate consulting and transaction services company that advises commercial occupants across most industries on all types of transactions in all commercial property types throughout North America. Its highly focused consulting service, *"Hire the Right Commercial Real Estate Broker",* helps companies hire and manage commercial real estate brokers of all types, sizes, and in all markets across North America. RealStrat is a New Jersey based company that is led by Andrew Zezas, Strategist & CEO, an award-winning commercial real estate executive with over four decades of experience in advising companies on achieving business driven real estate solutions.

To learn more about our services or RealStrat's Low Cost, No Cost financial model, visit www.TheRightCREBroker.com, www.RealStrat.com, or contact Andrew Zezas at Andrew.Zezas@RealStrat.com or 201 906 8964.