

# Brokerage Services

The world's largest  
global commercial  
real estate  
platform

**NAI Plotkin**

Commercial Real Estate Services, Worldwide

# Local Market Leaders Globally Connected

NAI Plotkin has been serving the Western Massachusetts and North Connecticut region as the premier commercial real estate company for over 55 years. We offer a full range of services including brokerage and leasing, property and facilities management, construction services, and consulting services. Through our affiliation with NAI Global, we offer our clients the single largest and most powerful global network of owner-operated commercial real estate brokerage services. With more than 400 offices and over 7,000 local market professionals, NAI Global completes more than \$20 billion in commercial real estate transactions worldwide and manages 425 million square feet of property.

Through NAI Global, NAI Plotkin provides clients with exceptional solutions to their local, regional and global commercial real estate needs. With a network of offices strategically located throughout the world, NAI Plotkin delivers market-leading services and combines our in-market strengths to form a powerful bond of insights and execution for clients with multi-market, multi-disciplinary needs.

- Over 7,000 local market professionals
- More than 400 offices worldwide
- Over 425 million square feet of property managed
- \$20 billion in commercial real estate transactions worldwide

NAI Plotkin achieves extraordinary results for clients through creativity, collaboration, and the consistent delivery of exceptional knowledge and service that only independent, market-leading firms can provide.

## Brokerage Services

Our team of experienced brokers can assist in all areas of commercial brokerage, servicing clients looking to buy, sell or lease industrial, office, medical office, retail, commercial land and investment properties.

Whether clients are looking to lease 1,500 square feet of office space or to liquidate your business' 100,000 square foot manufacturing facility; NAI Plotkin offers an experienced team of professionals. As the region's largest full service commercial real estate company in Western Massachusetts, we have the experience and expertise to represent both tenants and building owners with successful results.

Our clients range from private developers and individual property owners to both local and national clients alike. Clients include Baystate Health Systems, CVS, United States Postal Service, Goodwill Industries, One Financial Plaza, Edward Jones, CHD, MGM Springfield - all requiring custom solutions based on specific needs and objectives. NAI Plotkin offers a full spectrum of services including:

- Acquisitions & Dispositions
- Asset Evaluation
- Broker's Opinion of Value
- Landlord Representation
- Due Diligence
- Tenant Representation
- Sales & Leasing
- Site Search & Selection
- Market Research
- Marketing
- Built to Suit/ Development
- Consulting

Our experienced team of real estate professionals and our comprehensive marketing program guarantees the properties we represent will receive maximum exposure in the marketplace. Our strong market knowledge gives us the leverage to place every tenant in a space that will meet, or exceed their needs, in accordance with their business plan and associated costs. Our clients benefit from the vast market data, statistics, trends, and contacts NAI Plotkin has compiled during our more than 55 years in the industry.

Your local commercial  
real estate expert.  
**Everywhere.**

# Brokerage Services Delivering Results

We focus on maximizing the value of the property by offering analytical capabilities and an understanding of the investment criteria and leasing objectives of ownership. Our brokers have transaction experience on behalf of property owners, and demonstrate sensitivity to, and cooperation with the brokerage community worldwide.

Our brokerage professionals focus on positioning the property in the marketplace, identifying suitable prospects, and creating customized marketing strategies to enhance the value of our client's assets. We evaluate market conditions, including tenant relocations, levels of occupancy in a target area, rental rates, proposed development and other real estate trends to develop a comprehensive positioning and leasing program for the property. Our concurrent tenant representation experience gives us a thorough understanding of tenant needs thus translating into an advantage to effectively position and lease properties for landlords.

### Leasing

Our leasing philosophy is to address every assignment as though we were the owner and to view those assignments from a focused, strategic angle. Our goal is not just to fill the vacant space in a property, but rather to increase the value of the asset by assessing the owner's needs and objectives and satisfying those goals. Our brokers have transaction experience on behalf of property owners, and demonstrate sensitivity to, and cooperation with the brokerage community worldwide.

### Marketing

Our in-house marketing department delivers professional-quality materials tailored to your property's unique characteristics. A well thought out, organized, marketing plan must be set up in order to successfully sell or lease your property. The strategic plan needs to be multi-faceted in its style, proactive in its approach, and comprehensive in its depth in order to have the best chance of success in providing the results you will want to see. Our team strives to utilize every appropriate medium available to market our properties to potential tenants/buyers.

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