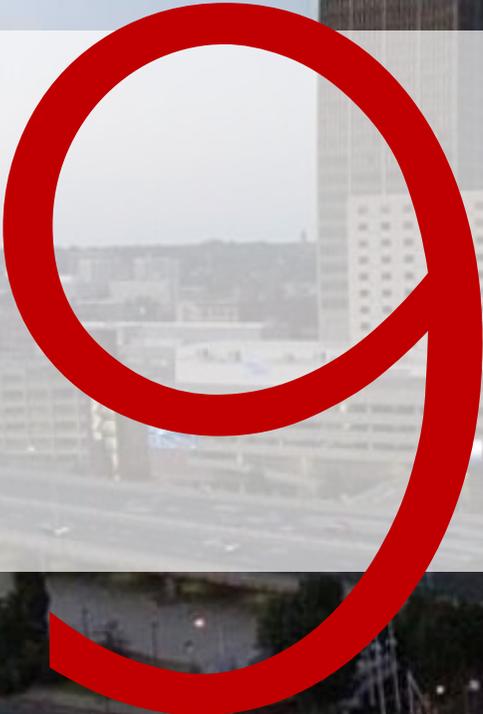


The logo for NAI Plotkin, featuring the letters 'NAI' in a bold, sans-serif font followed by 'Plotkin' in a similar font. The background of the entire slide is a photograph of a city skyline at dusk, with several skyscrapers and a large highway interchange in the foreground.

NAI Plotkin

Commercial Real Estate Services, Worldwide

A large, thick red number '9' is positioned on the left side of the slide, partially overlapping the text area.

Benefits of Hiring a Commercial Real Estate Broker

The world's largest commercial real estate network right here in Western Massachusetts | [NAIPlotkin.com](https://www.naiplotkin.com)

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Benefits of Hiring a Commercial Real Estate Broker

1. Cost Savings



Not surprisingly, the most common reason people don't utilize the services of a commercial real estate broker is to save money. Yet the vast majority of commercial real estate transactions are handled by professional brokerage firms. Why? Whether buying, selling or leasing, business owners and executives understand the cost savings that can be achieved through time management, successful negotiations, proper deal structuring, and market knowledge that only an experienced commercial real estate broker can provide.

NAI Plotkin has been in business for 55 years and we know leases, we know comps, we know market value, we know cap rates, we know appreciation...we know the best price, best term and best deal that a client can get.

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Benefits of Hiring a Commercial Real Estate Broker

2. Time Management

Business owners and managers have their hands full running their company, so time management is critical. By partnering with an experienced broker, you can maintain your focus on your business while benefiting from the guidance of a specialist who will help you quantify your needs and secure successful outcomes.

We don't waste time. At NAI Plotkin, we set goals to make sure our listings get marketed quickly and accurately so that our team can start prospecting right away and start generating leads.



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Benefits of Hiring a Commercial Real Estate Broker

3. Experience



As in sports, repetition is the key to honing skills and achieving success in business. Nothing can replace years of hands on experience. There is certainly a wealth of information available to you about commercial real estate, whether online or in print. But understanding how to navigate complex due diligence processes or how to structure advantageous lease or purchase terms, for example, may be challenging for most. A seasoned commercial real estate broker who has facilitated numerous transactions from beginning to end is likely to be the best resource to ensure your success.

NAI Plotkin's average team member has 25 years of experience in commercial real estate transactions.

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Benefits of Hiring a Commercial Real Estate Broker

4. Data & Systems

Professional commercial real estate brokers give you access to the best commercial real estate information available, providing you with the latest sales price data, vacancy and absorption rates and comparative tax and labor costs to help you make the most informed decisions.

At NAI Plotkin, we have established systems to facilitate complex processes and eliminate unnecessary costs. These systems, combined with years of accumulated data, are available to you via the commercial broker to assist you in the transaction process. The result is an efficient, cost effective method of securing your real estate requirement on the most beneficial terms to you.



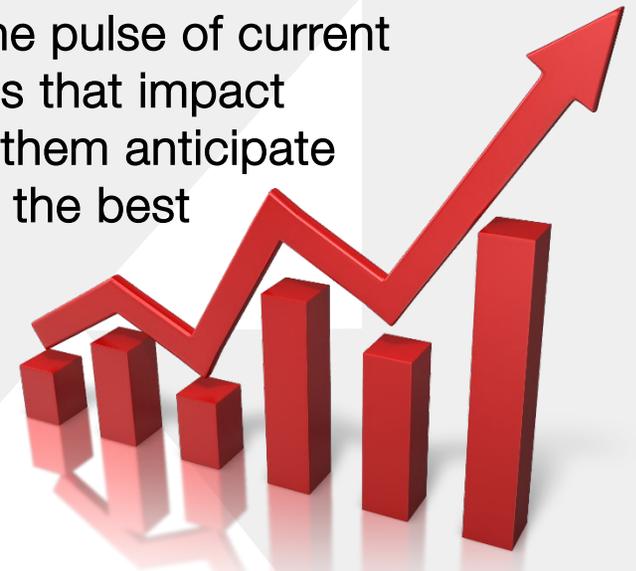
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Benefits of Hiring a Commercial Real Estate Broker

5. Market Knowledge

In every industry, market conditions and trends are constantly changing and opportunities are found and lost on daily basis. Successful brokers will have the timely market knowledge to be able to give you a straightforward competitive analysis of different commercial properties that fit your purpose and budget. They will know what similar properties in the area recently leased or sold and for how much, as well as how long it took to make the deals.

At NAI Plotkin, our team of brokers has their fingers on the pulse of current demographics and market indicators from other industries that impact commercial real estate. Ultimately, this information helps them anticipate opportunities gain competitive advantage and implement the best possible approach on your behalf.



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Benefits of Hiring a Commercial Real Estate Broker

6. Marketing & Contacts

One of the most important parts of a commercial broker's business is marketing. Because of this, brokers and brokerage firms typically have a comprehensive range of tools at their disposal to reach qualified buyers, sellers, landlords and tenants. Marketing on your own can be an expensive proposition, but most brokers can leverage the resources available from their firms to provide economical, efficient marketing solutions. In addition, well established brokers and firms have spent years cultivating a proprietary list of contacts, from investors to landlords and tenants.

Our team knows who is in the market to purchase, sell or lease and has the inside track to reach them. This ensures we satisfy our clients commercial real estate needs in a timely manner to take advantage of the best financial conditions.



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Benefits of Hiring a Commercial Real Estate Broker

7. Negotiations

You're successful in what you do, and you probably fancy yourself a great negotiator. That may very well be but the art of negotiating in a specific industry is honed over years of transactions in that industry. Successful negotiation of a commercial real estate transaction can be very stressful and often time consuming.

Our brokers act as your advocate in lease and sales negotiations, utilizing our experience to relieve you of that stress by acting as a buffer, and freeing up your time to focus on your daily business. Furthermore, our brokers will be able to make sure the playing field is level in all discussions and that our clients are well represented in any negotiations.



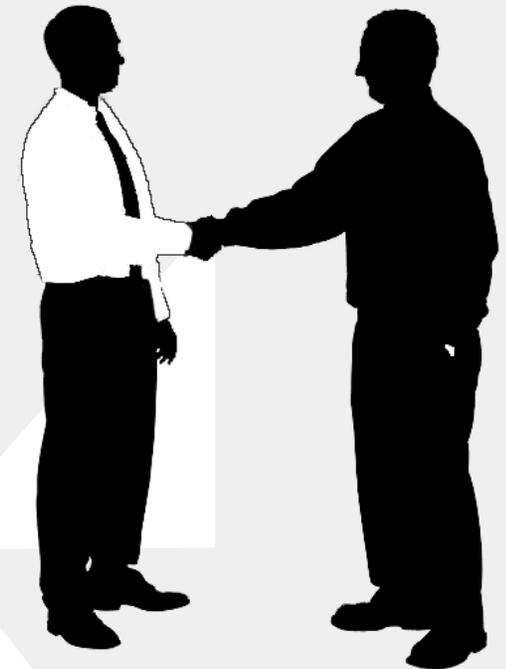
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Benefits of Hiring a Commercial Real Estate Broker

8. Deal Structure

Every real estate transaction is unique in its structure and proper structuring can save a client thousands of dollars. One example deals with proper structuring of “Base Year” in leases for building operating expenses. Compounding these costs over a five year term can either be costly or provide savings to the tenant depending on the negotiated structure of the lease terms.

We’ve been involved in real estate transactions of different size and scale over the course of 55 years and our brokers have negotiated deals that have provided a significant cost savings to our clients. It all goes back to experience and knowing the best price, the best term and the best deal that a client can get.



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Benefits of Hiring a Commercial Real Estate Broker



9. Integrated & Global Services

An experienced commercial broker will be able to provide a client with integrated and global services from any state, anywhere in the world. If you have a need for a commercial real estate broker in another state that specializes in office space or another real estate sector, the broker you choose should be able to provide you full coverage and full integrated services for your needs.

Through NAI Plotkin's 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, we have you covered just about anywhere in the world.