



Follow the Leader— The Benefits of Outsourcing Your Property Management Needs

The fact that some of the most high profile and highly efficient companies in the world outsource their office property management needs should tell you something. And while your company may not be a power player yet, there's nothing to say that you can't take your cues from the actions of those it's in your best interests to emulate. The trouble is, far too few companies really understand the inherent value of turning over their property management needs to a third party company and view it as an unnecessary expenditure. But the level of services that are offered by third party property management firms goes well beyond simply finding an office for lease that meets certain criteria.

Leaving the Details to the Experts

The most obvious benefit of outsourcing your company's business property management needs is your ability to turn over certain critically important tasks to the experts, while you go about the equally important business of operating your company. Office property management covers a lot more than simply renegotiating leases when the time comes, and can include meeting long term goals like determining strategic advantages and working out complex cost reduction efforts.

Emergency Management Plans

A property management company is also equipped to care for building emergencies that run the gamut from electrical problems to flooding to theft, and as a part of their services have the necessary resources to care quickly to a variety of different emergencies. Considering that hiring an independent plumber to come to your property to deal with a broken water main at three in the morning on a holiday could run you in the thousands, this additional service could well be worth outsourcing your needs all on its own.

Bolstering Your Green Efforts

Seeking out an office for lease that meets all of your requirements for space, convenience of location, and overall cost is one thing. But if you add to that the desire to find a location that will be conducive to your aims at making significant cuts on energy expenditure, that's another thing entirely. Working with a third party office property management company can make locating a business property that meets this all important and financially impactful fourth criteria a relative breeze. Not only will they be able to deliver a selection of properties that fit the bill, but in most cases they can go a step further by analyzing your company's energy needs and making suggestions for inexpensive improvements to existing locations that can drastically lower your carbon footprint—not to mention lifting the morale of an employee base that is becoming increasingly enthusiastic about promoting green efforts in their day to day workplace activities.

In the end, your decision to work with a third party business property management firm should rest on your confidence in your company's ability to ably handle its own real estate development. But the simple fact remains that there are few companies who can lay honest claim to being experts in this field. To take a closer look and get a deeper understanding of the many other services you can get from hiring a property management firm, contact [Cardinal Real Estate Partners](#) and inquire about their [Strategic Tenant Advocate](#) program.

ABOUT THE AUTHOR

Cardinal Real Estate Partners

Cardinal Real Estate Partners are brokers and consultants that think differently. Determined to be an advocate on behalf of clients, the firm has carved out a new niche of professionals in the commercial real estate industry. It has deliberately set itself apart from commercial brokers by offering clients three distinct differences that make it, in essence, the “anti-broker.”

Cardinal employs **educated professionals** who can deliver a level of expertise that traditional brokers do not. The principals have years of institutional real estate experience and are part of a team of skilled consultants—i.e., lawyers, architects, project managers, and engineers that are passionate about the skills they bring to the transaction.

Cardinal has designed **four proprietary processes** and numerous knowledge products for buying, selling, leasing, or acquiring/disposing of public assets. Each process outlines the best path to meeting your goals, with a detailed analysis of your specific needs, a customized strategy, extensive due diligence, and marketplace analysis.

For sellers: **The Comprehensive Asset Sale™**

For buyers: **The Real Estate Capital Investment Review™**

For tenants: **The Strategic Tenant Advocate™**

For public assets: **The Public Asset Maximization Process™**

Cardinal has set in place **accountability** at a level previously unheard of in the broker industry. With each client, Cardinal determines and agrees upon a series of Key Performance Indicators (KPIs) for measuring the success of your deal. After the closing, Cardinal reviews the outcome and level of your satisfaction, then bases its compensation on the extent to which it achieved your goals.

There is a better way to broker.

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