



The Benefits of Working with a Commercial Real Estate Agent, Part 1

We live in a DIY society. Although you'll still find people who are more than willing to hire a professional service to cut the grass or pay the techs down at the local JiffyLube to perform a routine oil change, there are an increasing number of people who are taking matters into their own hands—both personal and business related. One of these is hunting down affordable commercial real estate for the purposes of company expansion. But is going it alone without the help of a commercial real estate agent the best idea?

Whether you're buying a warehouse or seeking to find more spacious digs for your ever expanding legion of office workers, there's much for business owners to take advantage of when hiring the services of a commercial real estate agent that might—for both the less experienced and those that have been around the proverbial block a few dozen times—not be immediately self-evident.

The Element of Time

Unless you're a business owner with far too much time on your hands, the likelihood is that you spend a majority of your waking hours (and even some of your precious dedicated sleep time) tending to the task of operating your business. Throw in the heavy investment of time necessary to find a property adequate to suit your company expansion needs, and you're likely to encounter a situation where there's simply not enough time in the day to devote to giving 100 percent effort. This is not only a guaranteed recipe for failure, but can also put your business at risk. And we haven't even yet discussed the amount of time that'll have to be devoted to organizing inspections, negotiating terms, making offers, and re-negotiating terms yet again.

Determining the Value of the Asset

Unless you just so happened to minor in real estate while majoring in business, you're likely not equipped to make some of the estimations that a commercial real estate agent can with regard to the actual value of the real estate you're considering. Just as you wouldn't attempt to tackle the responsibilities of your CPA, there are certain considerations when buying real estate that should be placed into the able hands of professionals. Determining actual land values to help you make important purchasing decisions is one such task it would be imprudent to make based on anything but the educated opinions of a professional.

First Dibs and Privileged Information

A commercial real estate agent may also be privy to certain offers that aren't available to the general public. If you want to talk about a timesaving tactic that could open the door to giving you first dibs on commercial properties that are either not being publicly advertised or that are set to be made available, this is it.

These are just a few of the many benefits of working with a commercial real estate broker. Sure, it's not free—but the best things in life rarely are. Contact [Cardinal Real Estate Partners](#) to discuss putting your company expansion plans into action.

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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