

# Our Commitments

## Our Eleven Commitments to Our Clients on Every Project



### 1. TAILOR MADE PROGRAMS

We take a fresh, new approach to each assignment – tailor-making each program to reflect the unique client requirements. By designing the proper program, we maximize our clients' real estate goals and objectives.

### 2. EXPERT ANALYSIS

We conduct a detailed thorough up-front analysis of each real estate situation to determine the best goals and objectives for each client. We don't just "run out" and start showing numerous properties to hope we "stumble" on the right one. Our analysis is so complete that once we start the site selection process, our clients usually select the first or second property that we inspect.

### 3. ATTENTION TO DETAIL

We actually pay attention to all the details, even the

smallest ones, since these are really the ones that are truly important. This is not just lip service. If it requires that we remain in a negotiating session until midnight – we do so. We truly understand what it takes to complete a successful negotiation.

## **4. PERSEVERANCE**

We stay actively involved in the transaction until completion and our clients' goals are realized. We do not hand off the responsibility to lawyers or other parties.

## **5. CREATIVITY**

We find the most creative solutions to each problem that arises during the process. Creativity cannot be taught. Big companies are big. Big does not guarantee creative problem solving.

## **6. BASICS**

We cover all the basics. We work on each project as if it were our company's real estate and money.

## **7. ADVOCACY**

We are your advocate. We will champion your cause to the highest degree to ensure that you get the best property at the lowest rate possible, whether it be in your current location as a renewal, or in a new property. Always remember that no matter how friendly your landlord appears to be, his goal is to get the highest rate he can for his property. We make sure that this never happens.

## **8. MAXIMUM MARKET EXPOSURE**

We guarantee that you will get the opportunity to examine and look at every possible alternative in the marketplace that

matches your requirements. This enables us to secure the best property available, for us to conduct negotiations out of strength, and leverage you optimal terms and conditions.

## **9. LOYALTY**

Our fiduciary responsibility is to you and you alone. We make this clear to everyone involved with the transaction up front – even your current landlord and potential landlords or owners. You will have no doubt who your advocate is.

## **10. FLEXIBILITY**

We guarantee that your lease or purchase contract will provide all of the flexibility that you will require during the term of the contract to allow you to run your business and protect you from future changes in the marketplace or your business. For example, we never address expansion unless we also address downsizing and contraction. We provide you with a document that will allow you to breathe and grow – not a document that will handcuff you. We know that such limitations can be damaging to your future success and profitability.

## **11. SERVICE**

We guarantee prompt, efficient, thorough, and courteous service. Once you use us, you will be spoiled forever.