

# SHOPPING CENTERS

## By Mike Kushner, CCIM, Omni Realty Group Four reasons why you need tenant representation

**D**id you know that real estate brokers each have their own specialty? It's true! Just as you wouldn't see an eye doctor to get your hearing checked, you should also carefully consider the type of broker you seek to represent you in a real estate deal, whether renting or buying.



Mike Kushner

The misconception is that

only those leasing or selling a property use professional representation. Tenant representation and buyer agency firms prove that this is simply not true. These types of real estate firms exclusively represent the interests of tenants and buyers and many people are starting to recognize the importance of this. In fact, in August the state of California made it law that real estate agents must be transparent about whom they represent and if they represent both parties they are barred from providing any confidential

information between the two.

In case you're not yet convinced of the importance of exclusive representation in a real estate deal, let's take a closer look at four reasons why you need tenant representation/buyer agency to protect your best interests.

### 1. Unbiased Advice

Serving only the interests of their clients — who are all tenants/buyers — allows tenant representation and buyer agency firms to offer unbiased advice. They can provide up-to-the-minute market information tailored to what the

client needs to know and will aggressively represent them in negotiations. They are able to view every scenario through the eyes of the tenant/buyer and advise them on the options that will best serve their unique needs.

### 2. One-Sided Representation

Exclusive tenant representation and buyer agency firms never represent landlords or developers. This eliminates any conflict that can result from trying to represent the interests of both sides. It also ensures that their loyalties

lie solely with the tenant/buyer clients. One of the most valuable aspects of working with an exclusive tenant representation/buyer agency firm is the peace of mind knowing you are always top priority.

### 3. The Benefit of Specialization

The general perception among businesses has been "a broker is a broker," with little notice of a broker's specialization and how it might impact the business's real estate negotiations. Exclusive tenant representation and buyer agency firms specialize in representing the needs of the tenant/buyer only. They know how to structure deals and negotiate in the tenant/buyer's favor to achieve the most desirable outcome.

### 4. No Cost To You

Best of all, tenant/buyer brokers are not paid by the new tenant/buyer; instead, the broker is most commonly paid his or her commission by the landlord/owner. The commission fee is negotiated with the landlord/owner and the listing agent before they start marketing the property, and that fee is usually paid regardless of whether or not you have a tenant representative/buyer agent (bigger commission for them). The landlord/owner and leasing agent may not recommend hiring a broker for this reason along with knowing that an experienced tenant rep/buyer agent broker will make them "sharpen their pencils."

Now that you have a better understanding of what exactly an exclusive tenant representation and buyer agency firm offers, ask yourself why wouldn't you want representation during your next real estate deal? If the listing agent insists it is not necessary, you can be certain that move would only be in their best interest. You always want someone representing your best interests during this complicated process — especially because there is no expense to you!

**Mike Kushner, CCIM** has 28 years of experience in commercial real estate. He is the owner of Omni Realty Group, Central PA's only exclusive tenant representation/buyer agency brokerage and real estate advisory firm. ■

## Central PA's Only Exclusive Tenant Representation/Buyer Agency Brokerage and Real Estate Advisory Firm

At Omni Realty Group, our mission is to secure the most effective space at the most favorable terms for our clients. We use research, skill and experience to offer unmatched, highly personalized service while carefully determining our clients' needs and analyzing all possible solutions.

**Omni REALTY GROUP**

Real Estate Brokerage,  
Development, Consulting  
and Property Management.

MIKE KUSHNER, CCIM

OMNIREALTYGROUP.COM | 717.657.5833