

10 ways

A TENANT LOSES LEVERAGE WITH THEIR LANDLORD

Tenant's Mistakes

1. Shares business status with landlord
2. Shares information that gives away leverage/
landlord is our friend
3. Engages market once every few years
4. Inconsistent knowledge of recent transactions
5. Mistrusting of the brokers - they only add
to the cost
6. Does not have a clear understanding of
options in the market
7. Waits too long to begin process
8. Engages market only when necessary
9. Lease expiration drives action
10. Wants a "fair deal"

Landlord's Tactics/Benefits

- Shares limited business status with the tenant
- Befriends tenant to gain trust and information
- Engages market daily
- Consistent knowledge of recent transactions
- Pays in-house leasing team bonus to work
direct and save landlord brokerage fees
- Hopes tenant does not have a broker and does
not know the real estate options in the market
- Hopes tenant leaves little time to find new
alternatives
- Always talking to tenants/other owners/ and
brokers that represent the landlord
- Uses time to create leverage
- Understands that a "fair deal" is an owner's
downfall

THE TENANT IN A TRANSACTION DOES NOT PAY THE BROKER'S FEE FOR REPRESENTATION

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