



ROSS PROPERTY  
ADVISORS

# The Process of Leasing or Purchasing Space

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***"You have a right to be represented without conflicts of interest".***

**Your Real Estate Solutions Provider**

A knowledgeable, experienced and reliable real estate advisor can make a big difference in the outcome of your search for the right location.

You, as a buyer or tenant, are likely to have a real estate requirement infrequently, while most property owners and developers sell or lease space over and over again. They have access to up to date market information and are usually represented by a commercial real estate broker, working on their behalf to get them the highest price.

In most cases without representation you are at a distinct disadvantage. At Ross Property Advisors, we represent only the interest of the buyer/tenant - you -, in search for a site or building. ***You have a right to be represented without conflicts of interest.***

Often times it's difficult to differentiate between the various real estate firms and individuals who solicit your business. Knowing this, we would like to offer a few thoughts for your consideration.

**1. We think whoever you choose should be free of any conflicts of interest.** This can only happen if the firm represents only buyers and tenants, otherwise the firm has an implied or expressed statutorily duty to represent the owner.

**2. We promise you the time to work on your requirement.** The commitment of time, energy and money is critical to any business transaction. Our experience is that most real estate brokers are over committed and often assign tasks to unqualified "team" members. We have also found that there are many brokers willing to work on anything and are often times in offices that hold them to sales/lease performance standards, which are not always consistent with the goals of the client. A license to sell real estate allows a person to sell homes, farms, office buildings, retail pads, lease commercial space, manage property, etc.

**Ross Property Advisors Tenant Representation Flow Chart:**

**Define Requirement**

**Create Plan & Strategy**

**Request Proposal**

**Review, Analyze & Compare Alternatives**

**Negotiate & Select Best Option**

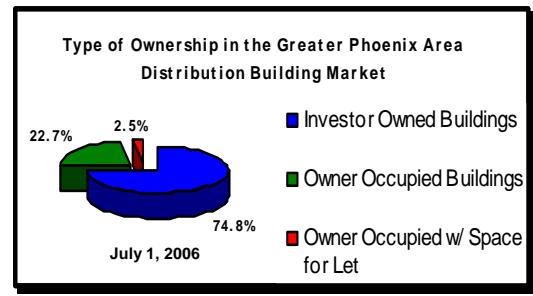
**Lease Execution & Move-in Preparation**

**Punch List & Follow-up**

## The Process of Leasing or Purchasing Space (cont)

Requirements are almost always better served by a specialist with current market information, similar past achievements, knowledge of the ownership and excellent negotiation skills.

**3. Experience in like properties is critical.** All real estate is different. Understanding the unique requirements of the industrial user takes years. The “value added” importance of a real estate advisor comes from experience, achievement and knowledge of the market. Additionally the advisors should have a solid understanding of codes, city ordinances, building features, property ownership, tax rates, lease agreements and comparable property transactions.



**4. Reputation is built overtime.** We would like to think it's a reflection of trust, integrity, good business practices and a baseline for differentiating real estate service providers. We encourage you to solicit feedback from the community; including developers, property owners, city staff and other real estate service providers as well as users of like property. While it is important to advise and be an advocate for the user, it is also important to collaborate and work with competing interests to bring compromise and resolution, not conflicts to the negotiation. Don't just ask for references, ask to speak with all parties to a recent transaction.

**5. Are the fees transparent and value derived?** Are there incentives for leasing some properties over others? How is the service provider going to get paid? Is the fee disclosed? These are questions you are entitled to know. The fee should be transparent; it should be discussed and disclosed. Fees are generally a percentage of the rents or in the case of a sale, a percentage of the sales price. They are typically shared between your representative and the owner's representative. The fees are usually agreed to in advance via the listing agreement executed between the owner and his/her representative. Most commercial agents agree to share the fee equally, although fees can be negotiated. There are also flat fees and hourly consulting rates depending upon the size, scope and ultimate requirement.

**6. Ask yourself.** If the fee is being paid by the property owner, generally as a percentage of the rents and the fee is the same whether you have excellent representation, poor representation or somewhere in between, then **why not get the best representation and advice available?** There is no cost to you.

We will make you a promise and a commitment to represent you professionally and timely. We guarantee that **we have no conflicts of interest.** We will also seek no compensation unless value is created. At Ross Property Advisors, we would like to think we set the standards which other firms guide themselves.

*We Want To Be  
Your Real Estate Solutions Provider*