

# TENANT/BUYER REPRESENTATION - WHAT DOES IT MEAN IN THE DEAL

*Tenant / Buyer **without** a seasoned  
Commercial real estate broker.*

*Tenant / Buyer is an expert in their company industry. The Tenant / Buyer has to focus on both their core business and the real estate transaction without the benefit of a CRE broker.*



*Landlord / Seller **with** a seasoned  
Commercial real estate broker.*

*Landlord / Seller typically has knowledge and experience with CRE assets and their Commercial real estate broker has the market knowledge, the experience, skills and industry relationships.*

*Tenant / Buyer **with** a seasoned Commercial real estate broker.  
Commercial real estate broker has the market knowledge, the experience, skills and industry relationships.*

*Tenant / Buyer is an expert in their company industry and can devote more time on their core business while their CRE broker focuses on the commercial real estate transaction, guiding the Tenant / Buyer toward their objectives.*



*Landlord / Seller **with** a seasoned  
Commercial real estate broker.*

*Landlord / Seller typically has knowledge and experience with CRE assets and their Commercial real estate broker has the market knowledge, the experience, skills and industry relationships.*

Under the first scale we are assuming that dual agency is not being practiced and the landlord / seller's broker's fiduciary responsibility is to their client, the landlord / seller. Even under disclosed dual agency would the tenant / buyer REALLY have equal fiduciary coverage. Under the second scale we are assuming no dual agency and separate tenant / buyer representation and separate landlord seller representation. Each broker thus has an equal fiduciary responsibility to THEIR client. Which scenario is best for the tenant / buyer? Which scenario is best for the landlord / seller? As a Tenant or a Buyer, which scenario would you prefer.



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