

Tactix Real Estate Advisors, LLC

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# Tactix

Four Critical Questions  
For Your Commercial  
Real Estate Broker

# Tactix



**As real estate can constitute one of your company's largest line item expenditures, you need to make an informed decision when hiring a real estate advisor. Don't select a broker before learning the answers to these critical questions.**

Not all commercial  
real estate brokers  
are the same.



# Question 1

“Do you have any other engagements or relationships which could conflict with my business objectives or jeopardize your ability to advocate exclusively for my interests?”

*Most commercial brokerage firms represent both landlords and tenants in the same market. As listing agents, their responsibility is to direct as many tenants as possible to a landlord’s building and to secure the most favorable economic terms for the landlord—the exact opposite of the tenants’ objective.*

## **The Tactix Answer**

We believe that representing both landlords and tenants in the same market poses an irreconcilable conflict of interest, given the opposing objectives of these two parties. Since landlords will engage a broker much more regularly than any tenant will, this dynamic significantly favors landlords when a conflict arises in the brokerage context. At Tactix we believe that, in business, sometimes you just need to choose sides. That’s why we are exclusively dedicated to representing the interests of tenants. We do not represent any landlords and we never will.

# Question 2

“Do you have special skills that distinguish you from other brokers and how will that benefit me?”

*Today, almost all information about building availabilities, asking rates and other terms is available via various on-line services. As every brokerage firm subscribes to one or more of these services, there is very little competitive advantage from one firm to another in terms of market information. If all brokers share the same information, what unique value will your broker bring to the transaction? How will he or she make your life easier by getting you the best deal terms?*

## **The Tactix Answer**

At Tactix, we believe that a broker must be more than a tour guide. Of course, we’ll find you space; but our real value comes from taking our market knowledge and leveraging it to your advantage. When you entrust your real estate transaction to us, we take that responsibility seriously. That’s why we hire very smart professionals with real life experience in structuring, managing, drafting, and negotiating real estate transactions including leasing, financing, development and acquisitions/dispositions. Most of our team members have extensive experience in law (many of our professionals were real estate partners or associates in major law firms), business, or other relevant fields and most have advanced degrees, so we can provide value that other brokers simply cannot. This means you can trust us to structure, manage and negotiate your transaction, letting you focus on your business.

## Question 3

“What annual commission quotas or revenue targets are you responsible for, and how can I be assured these will not influence your recommendations on my deal?”

*Many commercial real estate brokers are expected to achieve annual revenue targets imposed by senior management. The founding partners of Tactix left the world of big brokerage because of their conviction that artificial sales quotas work against tenants’ interests. Sometimes a deal isn’t ready to close and it’s in the best interests of the client to wait.*

### **The Tactix Answer**

As a privately held company, we have no one to answer to but ourselves and our clients. Long-term relationships are our priority, not artificial, short-term sales numbers. That’s why no deal will close before it is ready. You have our word on it.

## Question 4

“How do you staff your assignments?”

*Most brokerage firms are structured in small teams of two or three brokers who compete for clients, not only with other firms, but also within their own company. Their team is fixed regardless of the specific needs or requirements of its client. In addition, because their commissions must be shared with any other broker who assists in the transaction, collaboration, vetting of new ideas and sharing of information are discouraged, and there is less depth in staffing the transaction.*

### **The Tactix Answer**

We follow the professional services model of most law, accounting and consulting firms: to ensure the best outcome, we make the full resources of our firm available to every client on every matter. Having assembled some of the best and brightest real estate people in the region, we think it only makes sense to share our collective knowledge and experiences on every matter. This means your deal will always receive the attention it deserves and that no stone will go unturned in developing and executing your real estate strategy.

**As we were founded in 1997, most of our clients used to work with a different broker. They switched to Tactix because they liked our answers to these questions. Please visit our website or contact us to learn more about the Tactix difference and why our clients will never go back to “brokerage as usual.”**

**Tactix**

[www.tactix.com](http://www.tactix.com)  
(610) 688-1800

# Our Clients Like Our Answers...

...but don't take our word for it.

## No Conflicts

"Tactix quickly provided the impartial advice we needed to identify the best solution for K&S. Their creativity in developing new alternatives enabled us to generate real competition for our project. The result: We got the best building for our new world headquarters at a lower price."

**Maurice Carson**  
Chief Financial Officer  
Kulicke & Soffa Industries

"Hiring a pure tenant representation firm was critical to us. We didn't want to have to worry about conflicts. That's why we chose Tactix. They have always been tenacious advocates for our company's interests and their loyalties are never in doubt."

**Bart Houlahan**  
President  
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## Skilled Advocacy

"We needed much more than typical brokerage services for our headquarters project. That's why we chose Tactix. Their creativity, comprehensive financial analysis and extensive experience with large, complex real estate transactions—from both the legal and business perspectives—made them a valuable part of our project team."

**Barton J. Winokur**  
Chair  
Dechert LLP

"We significantly upgraded our buildings, improved operational efficiencies and flexibility while substantially reducing our total real estate costs. Until Tactix came on the scene, we never thought we could have achieved all of these important objectives."

**John Wolchko**  
Vice President Shared Services  
Sunoco

## No Quotas

"I was very impressed with Tactix's willingness to delay the transaction (and their compensation) by a year and a half in order to get The Graham Company the best deal possible. I would recommend Tactix unqualifiedly and say that we were totally pleased with every aspect of the relationship we've had."

**William Graham**  
Graham Company

"After having Tactix as our consultants, it is fair to say that there is no comparison [with other brokers. You] reviewed every conceivable option we could think of to solve our space problem. These options included 'staying put,' which you recommended for quite a while even though it meant that Tactix did not earn a fee. At no time did we feel any pressure to move..."

**Robert W. Cleveland**  
General Counsel  
Hamilton Lane

## Teamwork

"You have given us one-stop shopping with people who understand our business. This fundamental trust enabled us to outsource much of our real estate functions without concern about being steered in a particular direction or handed off to different brokers in each location."

**Mark L. Silow**  
Fox Rothschild LLP

"We were impressed with your team's professionalism during the entire process and were pleased that this high level of professionalism carried all the way through to our executed lease."

**Scott Miltenberger**  
Chief Financial Officer  
Elemica, Inc.

**Tactix**

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