

Why Have An Exclusive Agent? By John Maltz, SIOR

As more and more "for sale by owner" signs and listings sprout up, why does the smart money still market their property through experienced brokers on an "Exclusive Basis?" Simply put, smart money usually has deep pockets. They have made their money through specializing in what they do best. Their time is too valuable to spend it on tasks which do not add to their strength, and which requires an expertise that they do not care to learn.

My experience indicates that real estate's "smart money" people prefer to deal with brokers who represent Exclusively many properties in their market area. This may seem counter intuitive, for why would one want a broker who possibly represents a competing property? Once again, the smart money knows that the number of Exclusives a broker



has is the ultimate qualifier.

Typically, our firm represents, at any one time, multiple properties containing millions of square feet. What we find gratifying is that our clients don't object when we disclose that for certain neighborhoods, property types, and sizes, we may represent all the availabilities. Rather than focusing on the potential conflict of interest, our clients welcome that we will have every customer in the marketplace, all of whom will have had an opportunity to learn about their property.

Certainly, a critical benefit, but the question remains for many, how have we achieved such critical mass in property representation? The easy and correct answer is superior service, and superior results which is based on a finely tuned system and many hours of work.

If you were to interview one of our clients, you would learn that each of our Exclusive properties is represented by a "team" of brokers within the office. Their focus is market saturation. Through email, print media, public relations, door-to-door canvassing, and co-broker participation, within 30 days of the assignment's inception, the market knows all about the availability of the subject property. Further, the co-brokerage community is not treated as competitors, but rather as customers. They are afforded every opportunity to show the property at

their convenience, and the confidentiality of their customer relationship is safeguarded. In our marketplace, we have found that the large, national firms that don't have the SIOR designation fail this test of co-broker cooperation, possibly due to their corporate profit requirements, which eliminate paying out half a commission to an outside firm.

Our belief is that when a property is not actively given co-brokerage coverage, the client will never know what the market could have provided them.

With the number of exclusives being the best qualifier, I would like to leave off with a partial list of our current exclusives.

John Maltz, SIOR, President, of Greiner-Maltz can be reached at 718-786-5050, via email at jmaltz@greinermaltz.com or at www.greinermaltz.com.



310,000 sq. ft.

PRIME LOCATION! 24' CEILINGS TO THE DECK, 20' CEILINGS LOWER LEVEL. 25' X 50' COLUMN SPANS, HEAVY FLOOR LOAD, 6 INTERIOR LOADING DOCKS. TAKE A VIRTUAL TOUR AT WWW.GREINERMALTZ.COM!



120,000 sq. ft.

PREMIER PROPERTY AT LAGUARDIA AIRPORT. COMPLETELY FREE STANDING, SINGLE STORY BUILDING ON 152,000' PLOT. VISIBILITY FROM GRAND CENTRAL PARKWAY AND ASTORIA BLVD. SALE OR LEASE.



57,500 sq. ft.

EXPANDABLE TO OVER 200,000 SF, 43,000 SF GROUND FLOOR ON GRADE LOAD, 14,500 SF DAYLIGHT OFFICES, OIL HEATING SYSTEM, 20 X 50 COLUMN SPANS, MULTI TRUCK LOADING.



53,000 sq. ft.

ASTORIA TROPHY PROPERTY FOR SALE -- BUT NOT AT A TROPHY PRICE.



36,000 sq. ft.

EXPANDABLE TO 110,000 SQ. FT. 12,000 SQ. FT. PER FLOOR, OTIS ELEVATOR, ZONED M1-3, FAR 5, 1 BLOCK FROM SUBWAY!



30,000 sq. ft.

1 1/2 ACRE SITE. 124,000 SQ. FT. BUILDABLE AS-OF-RIGHT.



28,000 sq. ft.

LEASE/BUY 1, 2, OR 3 BUILDINGS. LOCATED ON A PRIME CORNER OF STEINWAY STREET AND ASTORIA BLVD. SOUTH. GREAT FOR ANY USE: RETAIL, OFFICE, RESIDENTIAL CONVERSION. FIRST TIME AVAILABLE IN DECADES!



23,000 sq. ft.

BE ON NORTHERN BLVD. IN ONE OF THE BEST BUILDINGS IN QUEENS! HEAT SUPPLIED, 24-HOUR ACCESS AND SECURITY. WINDOWS ON 3 SIDES, NEAR ALL SUBWAY LINES, ON-SITE OWNERSHIP/MANAGEMENT.



21,690 sq. ft.

BUILDABLE TO 52,700 SQ. FT. -- ACCESS TO ALL SUBWAYS -- MINUTES TO MANHATTAN - WALK TO SHOPPING AMENITIES -- ALL IN THE HEART OF ASTORIA.



20,000 sq. ft.

A UNIQUE OPPORTUNITY IN THE HEART OF LONG ISLAND CITY. ZONE R73 - 5X FAR.



12,500 sq. ft.

AT QUEENS BLVD -- EXPANDABLE TO 25,000-SQ. FT.



10,000 sq. ft.

STEPS TO PLANNED PARK AND ESPLANADE. TERRIFIC VIEWS OF MANHATTAN. 5,000 SQ. FT. PLOT, 10,000 SQ. FT. MULTI-STORY BUILDING, BUILDABLE TO 15,000 SQ. FT. 15,000 SQ. FT. WATER VIEWS. AS OF RIGHT RESIDENTIAL!!



9,000 sq. ft.

LOCATED ON JAMAICA AVENUE'S PRIME RETAIL STRIP -- WITH PARKING! GREAT VISIBILITY FROM ALL ACCESS ROUTES. IMMEDIATE OCCUPANCY!



3,700 sq. ft.

PRIME RETAIL / RESIDENTIAL SITE - SHORT WALK TO SUBWAY - A FEW BLOCKS TO: DUNKIN' DONUTS, ECKERD, McDONALDS, BANK OF AMERICA, HESS., CORNER PROPERTY.



2,523 sq. ft.

RARE 30' ATRIUM FRONTAGE! JOIN THE GAP...VICTORIA'S SECRET, STARBUCKS, COMMERCE BANK, DORAL BANK, PETLAND, LERNER NY, ATHLETES FOOT, SLEEPY'S, LIBERTY TRAVEL, SUBWAY, MODELL'S FABCO AND ECKERD.



2,500 sq. ft.

NEW DEVELOPMENT SITE -- 1ST TIME ON THE MARKET -- MIXED USE ZONING! -- R7-3 AND M1-5 --WALK TO ALL SUBWAYS AT QUEENS PLAZA AND QUEENSBORO PLAZA.