

Frequently Asked Questions

Why hire an independent brand?

To address this question, you must first understand how the commercial real estate brokerage business works.

The vast majority of all brokers are independent contractors who operate their own independent business under a brand name. The brand simply provides an office and basic administrative services to their brokers. Despite what large brands proclaim, they have no unique system to match prospective clients, other than the brokers themselves. In return, the broker splits their commission with their brand.

Often the mostly widely recognized brands are the developers and/or management companies who can easily display their signs on their own buildings. The natural progression is then to broker deals as a result of the leads generated by their buildings. The major problem is that these companies have conflicting interests when representing buyers/tenants and independent sellers/landlords. Though they will not admit it, the tendency is to steer prospects to their own properties first and other ownerships last. Therefore, an independent brand, who subscribes to the same tools as the large brands (Costar or Xceligent) will provide the same service, but without the bias.

Am I required to sign an agreement?

With the exception of listing agreements required by law, Insight does not require buyer/tenant representation agreements unless specifically requested by the buyer/tenant. If requested, we will provide a board certified representation agreement.

What is expected of your broker?

Unless designated as a neutral transaction broker, we will represent your best interests.

For our buyers/tenants, we learn as much about your operations as possible. Then we provide search reports and use our market experience to help you narrow down the list. We then confirm the availability, set up showings, compare deals, and negotiate the best terms.

For our sellers/landlords, we will market the properties in all the major online commercial data exchanges, send out broker alert emails to all the brokers in the metro area, install signs, and consistently call on tenants/users/buyers in efforts to best promote the listing.

What is expected of you?

Please only work with one broker at a time! Working with more than one will only promote conflicts between brokers. Remember, all brokers work harder when they know they are your designated agent and will earn a commission as a result. If you see a property listed that was not presented, do not call the sign. Instead, gather the information and allow us check on it. Odds are, there was a reason why it was not presented, and an initial contact with the listing agent will jeopardize the buyer/tenant rep's commission.

Are there any fees?

Buyers/Tenants hardly ever pay commissions. The listing agent, who already has a listing agreement with the owner, will split their commission with the buyer/tenant rep, simply for bringing the prospect to their property. Buyers would only be asked to pay a commission if a non-represented owner refuses to pay a commission or if the selling commission is not in place (often for very large deals).

