

Partial List of Services

Lease Review & Analysis
Renegotiations with Existing Landlord
Renewals with Existing Landlord
Investment Purchases
Contract Negotiations
Build-To-Suit
1031 Exchanges
Sale-Leaseback
Complete Relocation
Subleasing
Consulting Services



Randolph T. Mason, CCIM, SIOR
(949) 705-7000
RMason@CRSCRE.com

Top 10 Mistakes Buyers Make

The company's real estate should be an asset to your business to help the company grow and increase the value of your business.

Here are the top 10 mistakes that I have seen companies make over the years:

10. Failing to have all key members involved in the decision. Having the right people on the team will ensure all factors have been evaluated.

9. Not understanding the market. With the availability of information on the web, it is easy to think you understand the options, but the key is to evaluate HOW the real estate aligns with your business.

8. The real estate decision does not align with the business strategy. You may be in a location or building that does not align with your company's long-term business strategy preventing future growth or profitability.

7. Looking to buy when you should be leasing and leasing when you should buy. There are many things that go into the decision. It is understanding the tradeoffs of each option and what it means to the long-term business strategy. I own my real estate company, but we lease space because it aligns with our strategy.

6. Not understanding the total cost of occupancy. When looking at options, not understanding all the cost associated with each option. This includes things like improvements needed, structure, and taxes per city.

5. Handling their improvements of their new facility. By hiring a company or contractor to handle this, it allows you to focus on your primary business which can reduce your timing and most importantly your risk.

4. Correct use of your business capital. Real estate is typically the second-largest controllable expense for businesses. The decision could have an impact on growth or other investments to increase profitability.

3. Buying with your heart. I have seen companies buy property out of emotion and not proper evaluation and what that means to the business strategy.

2. Overpaying. Please see points 10-3.

And the number one reason is:

1. Not hiring a commercial real estate broker. Let me put my experience to work for you and help you avoid these mistakes. We tailor solutions to your business strategy and balance sheet needs.

**3 Upper Newport Plaza
Newport Beach, CA 92660**

Brokers License #00827150

www.commercialrealtyspecialists.com