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Experience, fit & focus are key elements in choosing an office leasing consultant - by Mark Kolke *an office property specialist*

Three consistent factors differentiate otherwise evenly-matched competitors. It has been my experience both as client and as consultant – that making the ‘best choice’ is often a daunting task.

The first is experience. Here, it's the credentials that count. What does the consultant's own materials say and reflect about their experience and expertise? This element is the easiest to work with because it's tangible and most easily compared between competitors.

The other two factors are more difficult to analyze; and more subjective. Fit is the potential for a great client/consultant relationship. Does the consultant/agent love what they do? Does their style fit you and your business? Will the senior people you meet actually work on your assignments or will the project be handed off to a team of juniors who need extra support and direction?

Fit is usually best decided by your instinctive reaction to the team and some hard questions about the composition of that resource. Perhaps you need an international group with a full menu of services; or maybe you need a specialist whose expertise is precisely in your own sector. After all, you're committing to someone who will substantially influence the future of your business environment; you deserve the best!

The last issue is focus. This is determining where the consultant and his/her firm and its people really shine. After all the talk, do they know their own strengths and provide you with exactly the focus you'll need? Will the people working on your business be experts who will give their best, most objective advice regardless of what you think you want? Day in day out, a firm that is focused on your best interests will be the best choice.

Experience counts, but in my experience fit and focus make the difference in reaching a positive working relationship and delivering results that make the difference.

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