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## THE RRG ADVANTAGE

### Rosen Realty Group – The Right Choice for Tenants

In 1984, Rosen Realty Group (RRG) made a commitment to one central objective – to provide the strongest advocacy, in conjunction with the most responsive and value-oriented real estate services for tenants seeking office space in the San Francisco Bay Area.

This passion remains today. We continue to build our business with a long-term view toward each client relationship.

#### **Exclusive Tenant Focus – Transactions without Conflict or Compromise**

We only represent tenants. All day. Every day. Period. While we have tremendous negotiating clout and great working relationships with landlords and building owners throughout the San Francisco Bay Area, we never represent them in any way, at any time, in any geography. We never have; we never will. We aggressively protect the rights and bottom line of the Bay Area and national companies we represent. We take this responsibility very seriously.

By only representing tenants, we avoid the inherent conflicts that full service brokers run into every day: dual representation of both tenants and the landlords who own the buildings with the available space. Additionally, full service brokerage firms usually have (or are seeking) building management or building sale contracts, thus giving them even more pause in aggressively representing your interests with that building owner. We never, ever have this conflict.

#### **Unique Tools and Market Knowledge**

RRG provides unique project management and market intelligence tools, focused insight, and critical market knowledge to our tenants. We maintain a proprietary database of existing and upcoming space in all types of office buildings throughout the San Francisco Bay Area.

#### **Compelling Track Record**



RRG's senior partners are directly involved in the leadership and execution of each and every tenant project. Collectively, we have over fifty years of successful real estate experience solely representing tenants. The partners working on your transaction have closed over 500 major leases representing tenants leasing over a million square feet of office space.

### **Extended Local Capacity**

To further support our client's needs, RRG has alliances with experienced and trusted architects, engineers, attorneys specializing in commercial leasing, contractors, project managers, furniture and equipment vendors, telecom and data wiring. These trusted advisors provide complementary support for a tenant's office move or renewal. We ensure that each tenant has a high performance team to execute their desired plan.

### **High-Value National and International Network**

For tenants with national and international needs, RRG is the exclusive San Francisco Bay Area member of ITRA (the International Tenant Representative Alliance), the largest tenant-focused real estate network in the world.

Through its membership in ITRA, RRG brings access to the leading tenant representatives in all major US cities, and in Canada, Europe, South America, Asia and the Pacific Rim.

### **Dependable Core Values - Trust, Transparency, and Integrity**

We listen. We collaborate. We value the trust placed in us by our clients. We deliver desired results quickly and cost-effectively. We believe in the value of open and reliable communication.

Each client is fully informed of all potential fees and commissions associated with our work. We are transparent in everything we do. Mutual trust is the basis of our business model.

Each transaction, each market assessment, and each negotiation is viewed through this lens.



## **No-Cost Tenant Representation**

Our clients do not pay for our services. We do not charge by the hour, nor do we request a retainer. Instead, our fee is paid by the landlord or property owner but only if, and when, our client signs the lease. The situation is similar to residential real estate, where the home seller is typically responsible for paying a commission to the buyer's agent. In a commercial leasing transaction, the building owner or landlord pays the tenant broker's fee. Our fees are market driven and are consistent across all building alternatives. What sets our firm apart is that we are fully transparent: our clients always know how much our commission is, no matter what building they select.

## **Client Retention – A Sign of Value and Partnership**

Each and every tenant relationship matters to us. Many of our clients have had an exclusive relationship with us for decades. On average, our clients have worked with us for ten years or more, and completed at least two major lease transactions with us. We value this mutual commitment as a partnership with our clients.

## **Superb References and Client Base**

RRG works directly with CEOs, CFOs, COOs, board directors, facilities directors, administrative directors, and other executives from a broad base of businesses. We have excellent references from executives of many well-known companies. For client quotes and video testimonials, please see: [www.rosenrg.com](http://www.rosenrg.com)

## **Our Market Focus**

RRG is focused on office space requirements from 3,000 to 100,000 square feet in the greater San Francisco Bay Area. We welcome the chance to compete for your business, and the opportunity to work with you and your team.