ALIGNMENT MATTERS

Why the structure of your representation influences every real estate decision.

GOLA
CORPORATE REAL ESTATE

In this brief:

- ✓ Why representation models influence business outcomes
- ✓ How structural alignment improves decision-making
- ✓ Why alignment matters before negotiations begin

Representation Shapes Every Decision

Organizations devote significant attention to lease economics, market conditions and negotiating strategy. Far less attention is given to the structure of the representation guiding those decisions.

Experience, market knowledge and negotiating ability all matter. So does the advisor's business model.

Many commercial real estate firms represent both landlords and tenants. These clients have fundamentally different objectives:

Landlords seek to maximize asset value.
Tenants seek to optimize cost, flexibility and business performance.

Neither objective is inherently wrong. They are simply different.

Exclusive tenant representation is built around a straightforward principle:
Advice is strongest when it serves only one side of the transaction.

The Gola Alignment Framework™

ALIGNMENT
One client. One set of interests.

STRATEGY
Objective advice supports more disciplined decisions.

EXECUTION
A clearly defined strategy improves execution.

RESULTS
Better decisions produce better business outcomes.

Why Structural Alignment Matters

The greatest value of a real estate advisor is not access to property listings or the ability to negotiate individual lease terms. It is helping the client make the right decisions before negotiations begin.

When an advisor represents tenants exclusively, every recommendation can be evaluated through one consistent lens:

What creates the best long-term outcome for the tenant?

That clarity allows the advisor to challenge assumptions, evaluate alternatives and identify risks without competing institutional priorities influencing the process.

Consideration	Exclusive Tenant Representation	Full-Service Brokerage
Clients represented	Tenants only	Landlords and tenants
Strategic focus	Tenant objectives	Multiple client interests
Property evaluation	All viable alternatives	May involve landlord relationships
Conflict management	Structurally minimized	Identified and managed
Measure of success	Cost, flexibility, risk and business performance	Varies by client and transaction

The distinction is not one of personal integrity or professional capability.
It is a difference in structure.

The Decisions That Matter Most

The most successful real estate projects are rarely defined by negotiating one additional dollar per square foot.

They are defined by decisions such as:

- Should we renew, relocate or consolidate?
- Is this the right time to enter the market?
- Have all credible alternatives been evaluated?
- Which option best supports our long-term objectives?
- How much flexibility should we preserve?
- Are we evaluating total occupancy cost rather than rent alone?

By the time lease negotiations begin, many of the most important outcomes have already been shaped.

Closing Thought

Exclusive tenant representation is a deliberate business model designed to align every recommendation with one objective: advancing the tenant's interests. That is the Gola Alignment Framework.

Ultimately, representation should be measured not only by the lease negotiated, but by the quality of the business decisions it helped produce.

About Gola Corporate Real Estate
Gola Corporate Real Estate is an independent, tenant-focused advisory firm representing organizations in complex commercial real estate decisions. By aligning strategy, market intelligence, transaction execution and project delivery around the occupier's objectives, Gola helps clients reduce risk, preserve flexibility and improve long-term business outcomes.

Gola represents tenants and occupiers exclusively.