

WELCOME TO  
RICHEL  
COMMERCIAL  
BROKERAGE

www.richelcb.com

788 Shewsbury Avenue  
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Tinton Falls, NJ 07724

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## A Unique Balance of Expertise Brings Greater Value

A unique balance of expertise elevates the term “full service” at Richel Commercial Brokerage. Our blend of brokerage and property management provides our clients with one-stop solutions for all commercial property challenges.

*Our expertise includes –*

- **Brokerage** – We have the experience and expertise to manage all aspects of any commercial real estate transaction.
- **Property Management** – Strategically partnering with property owners to both oversee daily operations and strengthen property performance.
- **Receivership** – Leveraging off our knowledge in each discipline to become the ideal partner for financial institutions seeking both property management services and expertise in disposal of assets.

As your trusted real estate advisor we work with you to maximize the value of your assets.



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## A Wider Foundation Brings Strength

Richel Commercial Brokerage is unique in that our diverse expertise and skills are rooted in a wider foundation of experience and knowledge than firms focusing only on brokerage or property management.

We have in-depth knowledge of and records of achievement in both commercial brokerage and property management, as well as property development and construction.

This uniquely positions us to represent the interests of:

**Landlords** – Seeking to either sell a property, maximizing the return, or improve the occupancy and financial performance of their assets.

**Tenants/Buyers** – Relocating or expanding existing business operations.

**Investors** – Seeking expert assistance to locate and evaluate properties.

This spectrum of market knowledge and perspective allows us to always place the interests of our clients at the forefront – and perhaps help them better identify those interests they may not have considered. Your goals become ours – our expertise becomes yours.

**RICHEL  
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BROKERAGE SERVICES

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## Maximizing Asset Value

As every property is different, so is each client. At Richel Commercial Brokerage we partner with clients to identify their needs and goals and deliver strategic solutions.

For property owners looking to sell or lease, we will help maximize the value of the assets. If you are a business needing to expand or relocate, we will help identify best options and secure new space or property. For investors seeking a promising return, we will locate and help evaluate available properties.

We represent buyers and sellers, landlords and tenants – fully understanding the needs and business interests of each. Our foundation of market knowledge and experience – covering both brokerage and property management – allows us to provide integrated services and solutions matched with personalized service.

*Our property expertise includes:*

- Office
- Retail
- Multi-family
- Industrial
- Land



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### Landlord Representation

We are experts at developing a marketing plan and related promotional materials as well as a comprehensive sale or leasing strategy customized for your property.

### Tenant/Buyer Representation

Whether you are looking for space to lease or property to purchase, you have requirements unique to your operations. Our business experience enables us to fully understand those requirements and identify solutions, expediting and streamlining the search process.

After identifying your needs and locating the property that works, we continue to represent your interests – negotiating business terms and assisting in due diligence – leveraging our expertise in both brokerage and property management.

### Investor Representation

Our knowledge of lease language and structure and the financial performance of a commercial asset make us the ideal partner and advisor for investors. We will assist you in the search, evaluation and acquisition of properties that will maximize the return on your investment.



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## Achieving Peak Performance

Richel Commercial Brokerage property management services enable property owners to achieve maximum value from their assets.

Our hands-on experience and successful track record in property management will allow you to:

- **Lower operating expenses**
- **Increase revenues**
- **Retain tenant occupancy**

With the experience of managing more than 3 million square feet of property, we possess vital market knowledge for improving the performance of underperforming assets.

We understand buildings and how they should perform. We identify opportunities for reducing expenses and increasing revenue.

Our alliance of property maintenance professionals strengthens our trusted partnership with clients and provides an integration of service.

Our Lease Auditing services enable property owners to identify lost revenue opportunities. Our extensive experience in Managing Tenant Relationships is essential to maintaining occupancy. For tenants, perception is reality and we enable property owners and tenants alike to maintain positive perceptions – and retain positive revenue streams.



**RICHEL  
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RECEIVERSHIP

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## A Complete Solution

Richel Commercial Brokerage offers financial institutions with property in risk of foreclosure or REO the ideal solution for their disposition, leasing or property management requirements.

Our expertise in commercial property brokerage enables us to creatively pursue the financial institution's ultimate goals. Our in-depth Property Evaluation identifies the strengths and opportunities for improvement for the property and allows us to develop a comprehensive marketing and sales strategy.

Concurrently, our extensive experience in property management enables our clients to meet their obligations of managing the property and retaining revenue flow. All while maintaining focus on the ultimate goal – disposal of the asset.



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