



THE PERCEPTION:

Nationally based real estate firms can market commercial property better than regionally based agencies.

THE REALITY:

Technology and web-based property data bases, put all commercial brokerages on an equal playing field.

FACT: All commercial brokerages use web based property data bases searches to locate their real estate needs

AGENT

Case in Point 1: Agent with a client need. Any agent goes to the web based data bases and searches for the property. Therefore a nationally based firm has no advantage here.

INDIVIDUAL

Case in Point 2: An individual needs a certain property in a location. That person either:

- A) Uses the search engines to look for property. Miller Industrial Properties web site ranks above all nationally based firms for industrial real estate in Northern Nevada.
- B) That person finds the commercial property data base himself and finds your property, no matter what listing agency placed it on the data base.

CONCLUSION: Widely accepted use of web based property searches puts all property on an equal playing field.
