



# The Behar Group

## Accesses In-Depth, Up-To-Date and Reliable Data Using CoStar Suite®

### Brokerage Attracts Top Brokers, Expands Sales Team as a Result

Established in 1992, The Behar Group Realty Inc. has been actively involved in all areas of commercial real estate brokerage and advisory. Best known for their prominence in the Retail Asset class, their diverse team is also skilled and active in industrial, office, land and investment real estate on all levels.

With its hands-on approach, this boutique brokerage firm stays ahead of the curve in terms of market knowledge, creativity and overall project vision by treating each client like family and establishing a trusting partnership for each project.

"As brokers, we have become the industry leaders in various aspects of commercial real estate. I think we are becoming best known for having a tremendous company culture," explains Greg Evans, President and Broker of Record at The Behar Group. The firm boasts a team environment where communication, collaboration and sincere open dialogue drive success.

### Connections are the foundation of every successful deal

CoStar provides direct access to all the components that power commercial real estate. With CoStar, clients have access to building ownership information, including access to email and telephone contact information. Clients can also see a building's roster of current tenants and can connect directly with them. Clients can track past deals, understand investment strategies, gain insight into buying considerations and potentially predict future moves – all backed by the knowledge they get from CoStar data.

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Access to CoStar means having information readily available whenever and wherever it's needed. As Evans explains, "Successful brokers need in-depth, data that is up-to-date and reliable." They also need access to information quickly, rather than having to spend hours, and often days, researching data and cobbling it together across disparate sources.

### CoStar News keeps The Behar Group in the know

In addition to providing critical information, analytics and reports, CoStar also provides its clients with comprehensive breaking commercial real estate news. A team of award-winning journalists and economists follow deals as they unfold, cover key industry professional moves to and from new firms and provide clients with national, regional and local commercial real estate coverage. News articles link directly to the underlying property data, providing clients the ability to analyze buildings and markets related to any story to get the complete picture.

Brokers at the firm rely on this news service to keep them in the know. "CoStar News is how I start my day," says Evans. "It gives me exclusive insights with data-driven news and is the only commercial real estate information solution that includes a professional news service for its clients."

### Servicing clients on the go

CoStar's mobile app for iPhone, iPad, Apple watch and Android devices puts the same level of information available on a desktop directly into your hands.

As Evans explains, "Our clients are impressed when our team has knowledge and access to every detail on every property and space surrounding them, at any given time. The mobile app helps our team stand out from the competition by being able to respond to clients immediately and bring exponential value to the engagement."

Access to CoStar information on mobile devices comes in handy particularly in instances where brokers are out with a client and they ask about a property that is not on a planned tour. "Our brokers can pull up the property instantly on their phones to get the details, and even phone the owner or the broker who has the listing while standing in front of the building. Costar has allowed our team to connect with the right people instantly, using the app," said Evans.



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## Introducing CoStar to the business has been seamless

CoStar is dedicated to client success and supporting brokers with the product to ensure they are utilizing the full value of their subscription. The brokerage has a dedicated CoStar client relationship consultant who regularly checks in to make sure The Behar Group is getting the most out of their CoStar solution.

"In my opinion the best feature of CoStar is the human element," said Evans. "The team's willingness to engage with our brokers to deliver training, whether that be in a one-on-one or group setting, allows the team at The Behar Group to feel like our best interests are always being considered and cared for."

## A growing sales force

The brokerage uses CoStar's Professional Directory of Contacts to find top brokers in their market, especially those doing the most deals with a firm that aren't yet a subscriber of CoStar. "I recruit top brokers into our firm and give them access to CoStar right away. If they are currently a top broker at a competing firm and they don't have access to CoStar, I can only imagine their potential if they come to our firm and we give them access to CoStar," said Evans. "We give these brokers their time back – more time to focus on business development, conduct more transactions each year and earn more commissions."

CoStar helps the firm continue to attract and retain the very best brokers, with turnover being virtually nonexistent. And the expansion of their sales talent and market leadership is only continuing to grow. "Our engagement with CoStar is also an expansion of our name. I want the commercial real estate community to know that The Behar Group is a subscriber of CoStar and that we value the relationship. Brokers see real value in the data and analytics we receive from CoStar and it helps our team of experts stay current on new market developments, sales strategies, technologies and more."

As the brokerage looks forward, Evans explains "Our goal is to add 5-10 experienced CRE brokers by 2022, and CoStar can help us achieve this. The data is excellent. We essentially have our own virtual in-house research team with CoStar. We feel confident standing behind the numbers we see and we continue to do more deals, faster."

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