



The Greenberg Group, Inc.
Real Estate Advisors to Leading Retailers

SERVICE MODEL SCORECARD

This scorecard highlights the tradeoffs between building an in-house real estate team, relying on a traditional commercial broker, and partnering with **The Greenberg Group**. It is designed for CEOs and CFOs evaluating expansion strategies.



CRITERIA	IN-HOUSE REAL ESTATE TEAM	TRADITIONAL BROKER	THE GREENBERG GROUP
EXPERTISE	Retail experience varies; learning curve on expansion strategy.	Transaction-focused, not long-term planning.	30+ years guiding retail brands (Lacoste, Gucci, Travis Mathew).
COST	High fixed cost (salaries, benefits, overhead).	Commission-driven; costs often buried in landlord economics.	Flexible engagement; no fixed overhead; transparent fees.
OBJECTIVITY	Tied to internal politics and resource constraints.	Incentivized to close deals, not optimize terms.	Independent, fiduciary mindset — aligned with client outcomes.
MARKET INTELLIGENCE	Limited to internal data and resources.	Knows listings but not always sales forecasts.	Proprietary forecasting + benchmarking to set CFO-ready rent targets.
NEGOTIATION LEVERAGE	Single-brand leverage only.	Limited to deal volume, often landlord-preferred.	Brings multi-brand leverage across dozens of national clients.
SCALABILITY	Slow to ramp and costly to scale.	Reactive, project-by-project.	Plug-in partner across all stages of expansion — scalable, strategic, disciplined.