



**Multiple Brokers v. Single, Exclusive
Engagement**



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Multiple-Broker Model

- Several brokers marketing same listing to same buyers.
 - Crossed wires cause **confusion**.
 - **Annoys buyer.**
- **No single broker has incentive to invest** in process:
 - Preparation of **compelling sales materials.**
- Switching brokers is problematic.
- Multiple broker—no transactions



Why Exclusivity?

- Broker can **invest in preparing compelling sales materials.**
- Broker better understands listing and opportunity.
- Smoother, **more effective connection** with buyers.
- Buyers are not annoyed/confused—they know who to deal with.
- If broker fails to deliver, then remove exclusivity after reasonable period of time.



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