

# Bell Group

**Robert DeSarbo - VP Albany Regional Market**

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## **Success Magazine: When did you join the Bell Group?**

Robert DeSarbo: I joined the team in 2004.

## **SM: Where did you work prior to joining the Bell Group?**

RD: I was a principal in the Ravena-Coeymans-Selkirk School District until I retired in 2002. I worked as an appraisal assistant for Carpico Appraisals from 2002-2004, and then joined The Bell Group.

## **SM: How did your past experience help shape you for success in your role with the Bell Group?**

RD: As a principal I was constantly dealing with conflicts, trying to get both parties to see the needs of the other while resolving issues along the way. With the Bell Group, I am basically doing the same thing. A successful negotiation only occurs when both parties walk away happy.

## **SM: How have you succeeded in expanding market presence in upstate New York and the Capital Region?**

RD: The company has had a major presence in the markets from Syracuse to Buffalo since its inception in 1976. Since coming to the Bell Group I have been able to expand our presence in the Capital Region. I have heard from several landlords that they are hearing more and more about us and the work we do since I joined the company.

## **SM: What areas of real estate does the Bell Group specialize in?**

RD: Primarily tenant / buyer representation. Brokerage firms that list properties have a fiduciary responsibility to landlords and to market their listed

properties first and foremost. They are supposed to exhaust all efforts to fill their client's vacancies while negotiating the best deal possible for the landlord. If you represent both tenants and landlords within the same marketplace, there is a very high probability that you will end up negotiating for both parties on the same transaction. At that point you cannot fulfill your obligation to either party without compromising your obligation to the other. A good tenant representation firm should not represent both landlords and tenants within the same marketplace. Because we represent only tenants/buyers there is no conflict of interest.

## **SM: Why should a prospective client choose your team for their real estate needs?**

RD: For four reasons:

- 1). As I mentioned, we have no conflict of interest with landlords.
- 2). The founding members of our firm have over fifty years of combined, extensive knowledge from the owners/landlord side of the table. Our thorough understanding of where a landlord's profits lie, how they structure their deals, what they will negotiate and what they won't, and the multiple factors that affect the bottom line have proven invaluable to the clients we represent. It is our understanding of the "total deal" that allows us to help our clients get the best deal the market will bear.
- 3). Our tenant / buyer focus eliminates

the need to push company listings, allowing us to provide complete and thorough market options to our clients and national partners.

4). Because we have such a complete and professional knowledge of the tenant representation process and standards, we have been able to create strategic alliances with most of the national real estate firms. These alliances allow us to keep up-to-date on the real estate strategies and trends happening in other parts of the country. When applicable, we then use those concepts and ideas to help our clients locally.

## **SM: What is your five-year plan for the Albany Regional Market?**

RD: To continue to expand our presence in the Albany Region. As with any service, when you do a good job, people come back to you. We believe the strongest indicator of success and satisfaction is repeat business and we are very proud of our repeat clients. Once we get a client, they seldom move to another firm. Now we just need the opportunity to demonstrate our capabilities. If we don't lose existing clients and continue to gain new clients, our goal of expansion will take care of itself.



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