

# Landlord Representation

## *Phase I Planning and Strategy*

- Building evaluation.
- Stacking plan.
- Rollover schedule.
- Market analysis.
- Review operating statements.
- Project rent lease up and deal structures.
- Create marketing plan and brokerage incentive plan.



### Our commitment to performance

- Strategic planning.
- Marketing.
- Prospecting.
- Site and building assessment.
- Market analysis and reporting.
- Developing and analyzing proposals.
- Economic incentive negotiation.
- Financial analysis.
- Prospective tenant analysis.
- Lease negotiation.

## Phase II Implementation

- Introduce property to the brokerage community.
- Target prospective clients based on size and expiration dates. Develop a call program and direct contacts through email, and multimedia options.
- Host community events to expose property.
- Meet with all tenants to determine their status.
- Develop a rolling stacking plan for expanding tenants and expiration dates.



## Phase III Transaction Management

- Develop a standard building proposal.
- Generate a standard building lease.
- Discuss with owner potential lease clauses.
- Develop communication standards for lease review.
- Hire space planner.
- Select contractors.
- Implement construction procedures for tenant improvements.
- Perform tenant walk-throughs and punch list.
- Generate (TAP) tenant's acceptance of premises.
- Work with manager for move-in procedures.

