



TENANTS RENEWING & RELOCATING NEED REPRESENTATION

WHY

LANDLORDS HAVE A
STRONG NEGOTIATING
POSITION

- Engaged in market activity daily, tracking factors that favorably support landlord's deal.
- Monitor competitor properties and activity for knowledge of alternatives.
- Understand demand for properties and corporate review/approval processes.
- Capitalize on inefficiencies of tenant (corporate) decision making.

HOW

CLIENTS (TENANTS)
CAN EFFECTIVELY WIN
AND GAIN VALUE FROM
A LEASE RENEWAL

- Allow enough lead time to convince the landlord you have time to make a decision.
- Define specific financial, operational and qualitative objectives to drive discussions.
- Understand the landlord's position and business drivers (i.e. vacancy, rate basis, etc.)
- Establish a credible threat of relocation and let landlord know of competing alternatives.
- Shift market risk to the landlord and position them in a search for replacement costs.

WHERE

SIGNATURE ASSOCIATES
ASSISTS IN MAXIMIZING
VALUE FROM THE
RENEWAL PROCESS

- **Real estate is our core business** and we're in the market daily.
- **Relevant market transactions** provide empirical data to support deal requests.
- **Depth of market intelligence** to create a credible strategy and realistic timeline.
- **Competitive transaction structures** where we negotiate terms driven by the market.
- **Recognition of transaction differences** between a renewal and other initial terms.
- **Market presence and control** makes the landlord aware that tenant will see all options.

PROJECT TIMELINE | 12-18 MONTHS IN ADVANCE OF LEASE EXPIRATION

- 1** Define objectives and understand strengths / challenges of current situations.
- 2** Develop in-depth strategy in advance in order to overcome time limitations.
- 3** Create leverage within the marketplace.
- 4** Initiate negotiations.
- 5** Procure advantageous outcome.
- 6** Provide ongoing lease administration via document management tools.



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THOUGHT & REALITY

“We don’t need advice, we’ve done this before.”

Tenants represented by real estate advisors provide the impression to landlords that they’re serious about relocating, motivating the landlord to offer the most competitive rate in order to retain them.

“I have a good relationship with my landlord and they give me the comparable deals done in the market.”

Landlords will only cite lease comps most favorable to their position, and in order to get a complete view of the market activity and trends, a tenant needs a trusted advisor representing tenant interests who can find comps favoring tenant’s position.

“I don’t want to go through the hassle when I know I’m going to renew.”

The real estate advisor minimizes the hassle while also generating leverage needed in order to drive a more fair transaction. Even though the goal is to stay, it is when the landlord sees a credible threat of moving that they sharpen their pencils and give better terms.

“Landlord says my rent will go up if I have representation.”

Full commission is accounted for regardless if tenant has representation because the landlord’s broker, or the landlord as a profit center, receive the full fee, whether or not the tenant’s interests are represented. The reality is that in all instances, a good advisor will save more money than the commission paid!

WHY USE A BROKER TO REPRESENT TENANT INTERESTS?

WHAT A TENANT BROKER DOES

HOW IT HELPS THE TENANT

Saves time

Review requirements and compare potential locations in order to screen and eliminate options that don’t fit or are unwanted solicitations.

Creates competition

Shows every property available that meets requirements and notifies the landlord of those opportunities.

Knows possible issues

Navigates the pitfalls from issues that arise in lease negotiations, and protects tenant.

Provides impartial third party

Keeps the emotions out of the discussions and represents tenant interests without wearing their heart on their sleeve, for a favorable outcome.

Examines preliminary pricing

Ensures the tenant build-out of improvements is maximized in an allowance from the landlord.

Maintains documentation

Makes information available to the tenant that may help settle disputes arising after the lease is in effect.

Takes the lead

Gives tenants more time to focus on core business because real estate transactions are time consuming and require constant attention.



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