

How to Find, Win and Work the Tenant Representation Business!



Date:

September 8-9, 2014

Location:

Cloudport
51 Islington St.,
Portsmouth, NH 03801

Pricing:

\$150-\$250

Register [here](#)

Day One: Tenant Representation

- Business Development Using 5/95 Model
- Develop a Marketing plan using the 8-Pilars
- Market Knowledge Using the Right MIS System
- Three-Step presentations to win the business
- Right Sizing - Align the business goals its goals
- Best practices for touring properties
- Analysis that is tailored to your client's needs
- Add Value Throughout the Transaction Cycle
- Follow-up services that keep business flowing

Day Two: Advance Tenant Rep Lease Analysis

- Aligning the goals and objectives of the client to its lease
- GAAP and its impact to lease negotiations
- Cost of occupancy verse the impact to the financial statements
- Determining a discount rate for your client
- Apply different cost measurements
- Lease terms negotiations and their impact to cost of occupancy
- Silent lease terms that may affect the client's business strategy
- Applying business strategies to non-economic terms
- Developing a checklist for lease terms negotiations

About the Tenant Representation Workshop:

Tenant Representation, which is a one day course, will cover the business model that will help the participants find and qualify prospects, win their business, complete the transaction and build repeat business. This four stage process, will allow the participant to tailor or build their business plan for success in the tenant representation arena.

About the Advance Tenant Rep Lease Analysis Workshop:

This one-day course will cover the calculation of "cost of occupancy" to the tenant as well as economic measurements for the tenant to make an informed decision. The economic impact of the individual lease terms will also be explored as well as their impact to the overall business strategy of your client.