

FACTS

LOCATION-CONDITION-TERMS-PRICE- WAYS TO INCREASE DEMAND FOR YOUR PROPERTY

The price of your property or space will increase demand, but also lower your property value if the rents are too low. As your broker I will not only make sure your rental rates are competitive and in-line with the market but I will look at ways to increase demand beyond price points by improving locations, conditions, terms and marketing

Location is tough to influence but not impossible. When offering property,

I will sell the location first when I present a property to a prospective lessee or buyer. The location is the location and obviously cannot be changed, so I will know what is beneficial about the location.

- I'll know the history
- I'll know the amenities of the area.
- I'll know the walking times from public transportation stations and parking lots. I'll know the parking rates of local lots and waiting lists times for monthly parking if applicable.
- City/neighborhood improvement programs
- Governments can create enterprise zones offering tax breaks.
- Zoning laws can be changed to promote a healthier environment.

As your broker I am actively involved in city planning meetings and local network events

Condition The condition of the property is a factor about which you can advise your client

The condition of the property is the most controllable aspect of the five factors. There are many ways to which the condition of a property can be upgraded to attract better tenants who are willing to pay more. Sometimes simple clean up is enough while other times you may need to remodel, or add amenities.

Terms- Demand increases when the terms are more favorable

In leasing there are many ways to make the terms more attractive.

- Lease concessions including periods free rent. Rental abatement periods are often offered at the beginning of the lease term in exchange for a higher contract rate later in the lease term. This has the effect of raising the net operating income in the future, thereby potentially increasing the value of the building.
- Essentially all leasing incentives are designed to increase the contract rate of the building as the lease term progresses.
- Owners may also offer moving cost allowances,
- FF&E (Furniture fixtures and equipment allowances
- Cash incentives for Tenant improvements

By offering lease incentives like these, the owners are seeking to maintain or improve the value of the asset, this is because lower rents reduce asset values, and higher rents increase value of assets. Increasing the NOI is the name of the game in increasing asset value for the future sale.

Marketing- Good marketing can also increase demand and justify higher prices.

Good marketing brings more people to the property, thereby creating more demand and driving up prices. As your broker my ability to market the property for you could be a major catalyst for increasing the income of the property and thereby increasing the value.

- CPI represent over 60% of the market share with over 1,500 Transactions completed last year making us the number one brokerage firm in Arizona for completed transactions
- We have over 21million of square feet currently for lease or sale. We will tap into our database of qualified tenants to solicit your property
- Every property we market has a “Premium” listing not every broker can say this. This is normally an added cost which we provide to you for free.
- Your property will be added to our premium listing getting you exposure to over 225 national and local websites and exposure to over 5 million monthly visitors.
- In defining that segment I will market all of my direct prospecting efforts to your building, including market e-blast, local canvassing and advertising.
- I will schedule tours, interview tenants and conduct site inspections with tenants provide you weekly feedback about progress on your property.
- I will prepare proposals to negotiate offers and counter offers and negotiate on your behalf to secure a tenant.
- We track the type of leasing inquiries that come into our brokerage and we know what tenants are looking for today. As you know market conditions can change through-out the year. We know what the market vacancies are. We know the patterns for rental improvements, location and property types that are in demand. What that means to you is your property will be marketed to that specific tenant demographic in a way that will be attractive to tenants in today’s market.