

# leasing services

“Leasing is an art. Every deal has a nuance that requires both creativity and strategy.”



elliott associates

## firmly rooted in experience

Our roots in commercial real estate run deep. We started at ground level as a Property Management company and grew into a full-service firm with extensive leasing expertise. Our Leasing Brokers offer a comprehensive knowledge of the real estate market that can only be acquired by working collectively with Property Management. Our methods of collaborating and communicating combined with our breadth of experience are not easy to come by in this business, yet they are crucial to providing an all-inclusive approach to our clients' investments.

If we help our clients make money at the root of their business, we'll flourish at the heart of ours.

## working deals down to the details

A deal will only be successful if the right questions are asked and all of the issues are considered. As we work our way through a deal, we strive to benefit all parties by taking the time to gather information, check facts, and ask the right questions. By focusing on the details while keeping a bigger picture in mind, we can produce results that allow everyone to achieve a successful arrangement. Thanks to our many years in the business, our brokers' personal backgrounds in the industry, and our knowledge of the market, we can find the right tenant for the right property.

## relationships are our best resource

We often take over leasing assignments for centers that are already 80 to 90 percent occupied, and that remaining unoccupied space requires creative leasing strategies and a large pool of resources. Our refined list of contacts allows us to look beyond the mainstream to locate singular tenants who would be a good match.

When our Leasing Brokers receive an assignment from a tenant or landlord, a relationship is established. Our clients come back to us again and again because of the way we work, and because of our skills in client and tenant communication. Most property owners and leasing brokers view the leasing effort as an in-and-out deal. But not us. We see a listing as a partnership to be developed rather than a simple set of tasks and some paper. This approach is what built our business and created an intricate network of contacts and resources that benefit our clients.

## landlord representation services

From start to finish, we do everything we can to fill retail centers with productive tenants. It's part of our commitment to building relationships. Our Leasing Services team provides a variety of services for landlords on both existing projects and new lease-up projects.

- Property analysis – *tenant mix, physical layout and more*
- Market positioning – *competition assessment, market opportunities*
- Property marketing – *brochures, mass marketing, broker association*
- Prospective tenant identification and qualification – *financial capability, business experience, credit rating*
- Lease negotiations – *apply industry and local market standards*
- Construction build-out coordination – *government interaction, project budgeting, cash management, lien releases*
- Lease administration

## tenant representation services

Whether the business is a start-up company or a national retailer coming into the marketplace, our knowledge and understanding of the challenging commercial real estate market allows us to help our clients be successful. We're still there for tenants long after the lease is signed and the business is up and running. And in order to maintain good business relationships, we provide a full range of services and take a hands-on approach to targeting our client's site requirements.

- Tenant needs analysis – *tenant requirements for space, timing, amenities, etc.*
- Market analysis – *demographic, consumer patterns, traffic counts, etc.*
- Space availability analysis – *both existing and “to be built” occupancy levels*
- Competition analysis – *concentration and location of competitive uses*
- Financial analysis – *space and deal point comparisons*
- Lease negotiations – *apply industry and local market standards*
- Construction build out coordination – *government interaction, project budgeting, cash management, lien releases*

## proactive from start to finish

We don't subscribe to complacency. When we see a vacancy, we move to fill it. We organize the details, apply our industry knowledge, pick up the phone, and start making calls. By remaining attentive in our communication and implementing teamwork with outside brokerage firms, we seal the deal. In addition, we work up a summary of true occupancy costs, which allows for strategic decisions rather than guesswork for all parties involved.

Through great care and consideration, we can better match a tenant and a landlord. The right tenant accomplishing their business goals means that the owner doesn't have to suffer the loss of rents, pay duplicate tenant improvement costs, or absorb the operating expenses of a failed tenant. Everybody profits. Everybody wins.

## the elliott associates advantage

We are uniquely capable of providing landlord and tenant representation services due to our rich, qualitative knowledge of current market conditions. Because we are a full service firm and Property Managers for millions of square feet of commercial real estate, we benefit from real-time information regarding lease terms, rental rates, operating expenses and other property information. This qualifies us to develop recommendations for owner/project leasing strategies that are competitive and reasonable.

Our wide range of service offerings also means clients can work with just one company from the early stages of investment research and acquisition to property development, maintenance and enhancements, managing the investment and finding creative solutions towards the sale or trade of the investment. All of our services and expertise greatly reduce the uncertainty for our clients, so they can make informed decisions on managing their investment.

## from the ground up

Elliott Associates began over 35 years ago as a Commercial **Property Management** firm, and as we grew our management accounts and client base, we expanded our service range to include **Asset Management, Investment Sales, Leasing Services, Accounting Services, and Facilities Services**. Within our extensive portfolio is a catalog of experience and knowledge that allows us to continually do what it is we do best: build strong relationships with our clients so they may succeed.

*We are an Accredited Management Organization (AMO®) – one of only 520 elite firms nationwide that hold this prestigious accreditation. We are also recognized members of ICSC, IREM and CCIM.*

what makes us good:

Our people : Our vision : Our capability : Our commitment

asset management

investment sales

property management

leasing services

accounting services

facilities services



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THE ACORN: An acorn symbolizes the fruition of hard work, endurance, and heritage. It evolves from a small seed and grows into a deeply rooted tree. This is how we grow our clients' commercial real estate investments: offering strength, potential, partnership and growth.