



**RONNIE LEE PHILLIPS, COMMERCIAL REAL ESTATE INSTRUCTOR**

**Ronnie Lee Phillips, CIPS** received his Master of Land Economics & Real Estate degree from Texas A & M University. He is a Principal Real Estate Broker in California and Tennessee, and has personally presented approximately 3,200 college and university lecture hours on Real Estate Principles, Real Estate Practice, Real Estate Investment, Real Estate Finance, Real Estate Economics, and Real Property Management.

Mr. Phillips' commercial real estate career spans property maintenance, property, asset, and office portfolio management, office leasing, brokerage, investment, development, and advisory services.

Mr. Phillips' recent advisory included: Eminent Domain issues, reviews of MAI® appraisals, valuation of triple net retail space, a 100 lot subdivision, a 250-unit Class-A apartment complex, and a 50-house portfolio disposition analysis. The total value of commercial real estate under analysis was in excess of \$30,000,000.



## **TENANT REPRESENTATION IN COMMERCIAL LEASE NEGOTIATIONS® 8-CE CREDITS**

*Residential agents familiar with standard contracts are surprised to learn that commercial lease negotiations are conducted through Lease Proposals. Agents have an opportunity to expand into the lucrative commercial market with an actual case study of a Class-A office space lease. Key topics include:*

- *How to perform a lease analysis to determine the difference between a landlord's quoted rent and the tenant's effective rent over the life of the lease.*
- *How to compose aggressive negotiation proposals for the lowest base rent and longest free-rent for your tenant.*
- *Included in this course is a compact, but succinctly written hands-on guide, co-authored and published by the instructor, which provides keen insight and techniques needed for you to get-up and running fast to a closed commercial lease transaction. Given unique features like a week-by-week checklist for staying on track and timing your transaction, to a detailed model Letter of Intent Proposal, and other tools to help you rapidly propel yourself into the top levels of commercial lease representations and negotiations.*

**TENANT RELOCATION GUIDELINES: Eight Key Steps to Commercial Lease Success®**