

Whether you are a business tenant a residential agent in transition to the lucrative world of commercial real estate, or even a recession tested tenant rep ready to start the lease flow, then **TENANT RELOCATION GUIDELINES: Eight Key Steps to Commercial Lease Success** is an invaluable market resource for your next move. Starting with an insightful needs analysis to physical space location to tips on negotiating the lowest effective rental rates and the longest free-rent concessions.

Presented here is a time proven methodology to take advantage of the inefficiencies that are inherent in the commercial real estate market cycle. Throughout the contents Phillips offers you informed, step-by-step discussion on these vital commercial lease hold components:

- ◆ Analysis of Responses to Proposals
- ◆ Lease Negotiations to Lease Execution
- ◆ Renewing or Extending a Lease
- ◆ Lexicon of Leasing Terms

This compact, but succinctly written hands-on guide 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*. Here you hold a considerable tool to help you rapidly propel yourself into the top levels of commercial lease representations and negotiations.



Ronnie Lee Phillips

#### ***About the Co-Author***

Ronnie Lee Phillips is a multi-millionaire real estate investor and an acknowledged master of land economics and real estate. He is the managing member and principal advisor for *RealStar Realty Advisors, LLC*. 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 is a principal real estate broker in California and Tennessee and has been an active commercial member of the National Association of REALTORS® since 1999.

# TENANT RELOCATION GUIDELINES

## *Eight Key Steps to Commercial Lease Success*

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Master of Land Economics & Real Estate