# MAXIMUM VALUE. MINIMUM HEADACHE.

Selecting the location for your office / facility is an important decision... one that impacts your core business strategy. Conducting a thorough and comprehensive selection process insures that potential mistakes are eliminated, extensive duediligence is conducted, and the process and the ultimate decision are justifiable to all constituents.

At Cardinal Real Estate Partners, our goal is to provide every client with the committed and informed advocacy that will help them find the right space, at the right price and the right terms — a lease that will support the company's business strategy for the duration of the lease term.

# Critical Needs Analysis / Programming Client Needs Analysis<sup>™</sup> worksheet • Fully understand business needs PHASE 1 • Complete Cardinal's Client Needs Analysis™ PHASE 4 • Define Key Performance Indicators (KPI's)

#### **Economic Analysis**

- Comparative proposal summary
- Financial analysis using ProCalc®
- Indifference Analysis
- Presentation of recommended strategy

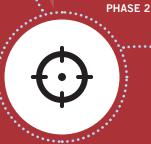


 Review of Key Performance Indicators and Process evaluation



### Lease Abstract / Distillation

 Cardinal Lease Snapshot<sup>™</sup> that provides lease critical dates



# The Seriousness Strategy RFP

• Communicate your defined needs to the marketplace

PHASE 5

- Establish key lease terms
- Define tenant improvement (TI) specifications
- Make the tenant financial case to landlord
- Set stage for strong negotiating position



## The Confident Lease — Strategic Lease Negotiation (multi-phased)

PHASE 6

- Implement negotiation strategies defined in the Prepared to Win Negotiation Worksheet<sup>™</sup> resulting in landlord-weighted lease to tenant-weighted lease that supports strategy
- Craft detailed Letter of Intent
- Provide informed advocacy and protection from potential "what-ifs"
- Define detailed "Work Letter"
- Create detailed Work Letter Agreement
- Coordinate the drafting and negotiation of a lease that will stand the test of time



### **Project / Move Management** (Elective)

 An option may be implement best of class project or move management

#### THE END RESULT?

A confident decision and a trusted relationship.

A better way to broker.

#### Strategic Planning and **Decision Criteria**

- Meet with key decision makers to define process, establish accountability and determine lines of communication
- Employee Commute Impact Analysis
- Set direction for decision making and establish accountability.
- Budget Analysis
- Negotiate lease renewal if justification for move is not compelling



#### **Optimal Market Tour**

- Thorough assessment of options
- The Focused Market Survey Guide™
- Hard and soft factors are weighed • "Rules of the Road" established
- Market survey checklist