

## Services Strategy

Cawley Chicago provides a customized proprietary strategic plan for each client to achieve their specific real estate goal(s). Through this process we will uncover the client's needs/wants, benefits of the goal(s) to the company and its employees as well as clients of the company. The process will reveal potential obstacles allowing us (with you) to add value through determination of the solutions, develop a plan to guide the team through each step and finally to execute the plan. Our Client Services Strategy in chronological order is provided below:

### Discovery | Confirmation

Through this step our brokers will gather critical information through experience driven questions to help understand our client's needs and/or wants. Once these questions are answered the process of finding the goal in the answers begins.

- Experienced Goal Driven Questions | Goal Identification
- Benefits, Objections, Solutions, Action Steps and Critical Path Summaries
- Impact on Employees, Company, Clients, and Vendors
- Lease and Leasehold Analysis
- Financial Analysis | Budget
- Labor Pool Demographics
- Accessibility | Visibility
- Area Amenities
- Market Research Trends
- Concept Development
- Strategic Alliances
- Continuing Services

### Due Diligence

Once the goal setting process has been completed the available service lines established with you and Cawley Chicago will then be determined and the necessary additional information will be gathered to further evaluate the goal. Some or all of the following information may be investigated by the team:

- ADA Compliance
- Appraisal Valuation
- Cost Segregation
- Deal Structuring
- Economic Obsolescence Studies | Incentives
- Environmental Evaluations
- Feasibility Studies
- Financing Purchase and Sale Investigation
- Logistics Studies
- Loss Factor Valuations
- Mechanical Inspections
- Owner Developer Assessments
- Permitting & Zoning & Contract Compliances
- Portfolio Market & Insurable Valuations
- Product Flow and Material Handling
- Project Budgeting Space Planning
- Property Tax Audit Services
- Public Transportation
- Relocation Expansion Studies
- Strategic Planning
- System Moving Transition

### Market Information | Research

Every real estate transaction requires accurate market information. Cawley Chicago takes great pride in the accuracy, relevancy, responsive delivery and unbiased interpretation of this information. Some of the area of information we track are:

- Consumer Price index Valuation
- Disposition & Acquisition Pricing
- Expense Stops
- Historic Rental and Sale Rates
- Market Concessions
- Pass Through Expense Identification
- Real Estate Investment Opportunities
- Real Estate Tax Rate
- Occupancy | Vacancy Rates

### Negotiations

All of the previously discussed points culminate in this step of the process. Our goal is to optimize our client's position in every negotiation. Some of the specific areas of negotiations may include:

- Access Hours
- Analysis Templates
- Clause Language
- Commencement Date
- Holdover
- Hours of Operation
- Legal & Business Point Document Review & Verification
- Life Safety
- Occupancy Date
- Option: Renewal & Expansion
- Parking (Auto | Trailer)
- Proposal Customization | Monitoring
- Rent Abatements
- Signage Rights | Non-Disclosure
- Subletting & Assignment
- Tenant Improvement Allowances | Concessions
- Termination and Right of First Refusal
- Utility Metering
- Work Letters Standard Finishes

**CUSTOMIZED | ACCOUNTABLE | RESPONSIVE**