

Brokerage Client Strategy

Discovery /Confirmation

Cawley Chicago Commercial Real Estate will provide a written plan with the necessary expertise, whether those experts are in-house or strategic alliance relationships with outside vendors, to provide the information, alternatives and a method to complete the project.

We will with you define a specific measurable goal(s) and determine the benefits of accomplishing the goal(s). Through this planning process, we will identify any obstacles and present solutions. Once we as a team understand the obstacles we will be able to create the action steps to provide the solutions and execute the plan.

Other items we will determine with you in this phase will include:

1. Analysis of Existing Facility
2. Lease vs. Own Analysis
3. Existing vs. Build to Suit
4. Location Preference, as well as within a particular facility
5. Size / Expansion Requirements
6. Image / Identity of the building and the space
7. Employee Base and change in commute time – impact on employees
8. Design / Layout Issues / Concepts
9. Parking (Auto/Truck) / Traffic Pattern / Security / ADA, and...
10. Necessary Amenities for Employee Retention
11. Preliminary Project Scheduling

Market Research

We structure our activities to ensure a comprehensive, focused gathering of information for decision-making purposes. We measure our success by our ability to provide you with concise information, simplifying your decision process. We focus our strategy to realize the goals and objectives of our client. Our analysis evaluates not just the economic implications, but also the effect of timing on the transaction.

It will be our job to provide and interpret information, find and consult with expert Strategic Alliances, if necessary, to pin point functionality, and present you with a written report and a clear path to the desired result. Our in house information capabilities include; 15 year history of market rental and sale rates, real estate taxes, common area maintenance expenses, trends, vacancy & occupancy rates, employee surveys as well as alternative transaction structures.

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| 1. Sale/Lease Comparables | 5. Brochures or Renderings of Projects |
| 2. Market Pressure Areas | 6. Land Availability Pricing |
| 3. Current and Future Rental Rates | 7. Tenant Opinion Questionnaire |
| 4. Existing Space Availability and Vacancy Rates | 8. Sublease Opportunities |

Due Diligence Services

1. Appearance/Image
2. Interior Improvements
3. Ingress and Egress
4. Overall Quality
5. Public Transportation
6. Permit Application Process
7. Zoning Issues
8. Identify Professional Services / Consultants Necessary
9. Evaluation of Existing Conditions – All Mechanicals
10. Operational/Material Handling
11. Fire Code Compliance
12. Valuation/Appraisal Services

Negotiation

Once we have gathered information and made some determination of alternative locations and buildings, we will reevaluate your existing space. The criteria created for relocation can be used to clearly identify a renegotiation of current space or if relocation is the best solution to accomplishing the goal. We will effectively bridge the communication for the negotiation process between your company and the ownership of the facility that best suits your criteria, whether it is a new facility or a renewal at your existing site. We will keep in constant contact with all parties involved to ensure that your requests are being handled in the established time frame.

1. NPV Evaluation of Proposals (to market)
2. Review Work Letter & Standard Finishes
3. Develop Counter/Response to Proposal(s)
4. Identify Legal Points
5. Determine Tenant Favorable/Required Deal Points
6. Lease Preparation
7. Review & Qualify Proposed List of Subcontractors for Each Phase of Project
8. Revise Project Budget
9. Final Recommendations on Proposed Vendors
10. Final Budget