

# LANDLORD REPRESENTATION

**Newmark Grubb**  
Phoenix Realty Group



## Powerful Landlord Representative

Newmark Grubb Phoenix Realty Group offers fully integrated landlord representation services designed to maximize return on investment and asset value. Our professionals understand the complex requirements of corporate, institutional and entrepreneurial property owners. We are able to reposition an under-performing asset or portfolio of assets through competitive analysis, pro-active leasing strategies and tenant retention programs. The firm provides comprehensive services that range from strategic planning to property and asset management.

## A Proven Approach

Newmark Grubb Phoenix Realty Group develops comprehensive, individualized marketing and leasing strategies, based on a property's condition and location, to achieve its highest potential positioning in alignment with the client's investment objectives. Implementation of a leasing strategy includes direct solicitation of potential tenants and their brokers, extensive reporting of prospect activity to the landlord, optimum pricing recommendations and expedited RFP responses and negotiations.

With access to valuable in-house market research, our advisors track tenant migration and property market trends,

while establishing the most current and comprehensive knowledge of competitive space. A successful leasing campaign ensures that informed decisions are made through in-depth market intelligence, and that no opportunities are missed.

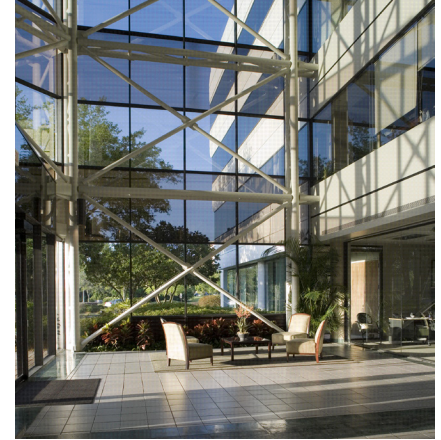
## Invaluable Expertise

As landlord representatives, we have achieved significant success in securing tenants best suited to our clients' properties, generating optimal income streams.

We fully understand the value of capital improvements, financial ownership structures, the impact of debt service obligations and exit strategy planning. Through our partnership with Newmark Grubb Knight Frank, our professionals work as a team with a staff of in-house experts, including top leasing agents, highly educated financial analysts and senior property managers to advise on building operations and systems.

## Landlord Representation Services Include:

- ◆ Property Assessment
- ◆ Property Canvassing
- ◆ Marketing and Repositioning Strategy
- ◆ Financial Analysis
- ◆ Comprehensive Lease Negotiation
- ◆ Property and Asset Management
- ◆ Construction Supervision
- ◆ Tenant Retention



*Newmark Grubb Phoenix Realty Group was retained as the exclusive leasing agent for The Quadrant, two class A buildings on Jacksonville's Southside. A marketing strategy was put in place to position the building as a premier corporate office space. We were successful in securing several premiere tenants such as EverBank, Wells Fargo, AT&T, and Borland Groover Clinic.*

## Newmark Grubb Phoenix Realty Group

Newmark Grubb Phoenix Realty Group is a full-service commercial real estate company serving Northeast Florida and Southeast Georgia. The firm has completed more than 80 million SF of transactions since its inception in 1993. Today, Newmark Grubb Phoenix Realty Group provides industrial, office, retail and investment brokerage services representing tenants, buyers, landlords and sellers, as well as third-party and institutional investors of every size.

Through Newmark Grubb Knight Frank, one of the world's leading commercial real estate advisory firms, our clients have access to opportunities in every major market throughout the country, as well as across the globe. For further information, visit [www.phoenixrealty.net](http://www.phoenixrealty.net) or call 904.399.5222.