

# TENANT REPRESENTATION

**Newmark Grubb**  
Phoenix Realty Group



## Premier Tenant Advocate

Newmark Grubb Phoenix Realty Group has extensive expertise in meeting any kind of tenant requirement. Through our partnership with Newmark Grubb Knight Frank, we offer comprehensive services that range from strategic planning to project management. Regardless of a company's position, we provide value added real estate services that meet our tenant's changing needs. Whether your company is facing a near term lease expiration, is rapidly growing and needs to expand its facilities or is downsizing and needs to dispose of surplus space, our real estate professionals can develop unique, creative strategies that go beyond typical brokerage services.

## Solutions For Any Situation

Newmark Grubb Phoenix Realty Group analyses your company's current space usage and its capacity to meet your future requirements. As part of the evaluation process necessary to determine whether a renewal or relocation best suits your company's needs, we abstract your lease and benchmark your remaining obligation against prevailing market conditions, both at the submarket and building level.

Regardless of the ultimate decision to stay or move, Newmark Grubb Phoenix Realty Group enhances your negotiating leverage by identifying alternative location options. To achieve this, we develop valuation matrices establishing your financial constraints, operational requirements and qualitative considerations. A short list of alternatives and corresponding negotiating strategies is created based upon our knowledge of the market, as well as the financial position and reputation of each building's landlord. Once the desired location is identified and the most favourable lease terms are negotiated, Newmark Grubb Phoenix Realty Group's professionals stay closely involved to coordinate the ancillary activities associated with a renewal or relocation.

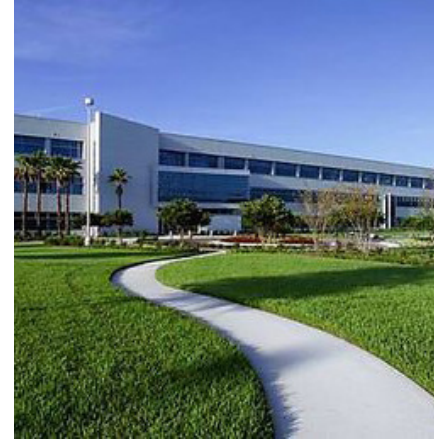
For those companies with a remaining lease obligation on space that is no longer necessary or financially prudent, Newmark Grubb Phoenix Realty creates unique solutions to improve their situation. We develop strategies based on market conditions and an exhaustive analysis of the landlord's financial position on the property, including, but not limited to, the underlying mortgage, tax burden, operating expenses and anticipated vacancies. We advocate your position in negotiating the restructure of an unfavourable lease or, if necessary, assist in the disposition of excess space through a sublease, assignment or early termination.

## Comprehensive Services, Creatively Applied

Our approach to tenant representation is the most expert and comprehensive methodology available in the marketplace. By utilizing a combination of sophisticated analysis and creative thinking, we craft real estate strategies for our clients and customers that enhance their business objectives. Upon completion of an assignment, Newmark Grubb Phoenix Realty Group's advisors remain intimately involved with the process ensuring that the client is satisfied with the result of our efforts. The firm also provides ancillary services, including lease auditing, project management and construction supervision.

## Tenant Representation Services Include:

- ◆ Acquisition and Disposition
- ◆ Strategic Planning
- ◆ Site Selection
- ◆ Financial and Market Analysis
- ◆ Economic Incentive Analysis
- ◆ Comprehensive Lease and Sale Negotiations
- ◆ Lease Auditing
- ◆ Project Management
- ◆ Construction Supervision



*Newmark Grubb Phoenix Realty Group has represented Vistakon, a subsidiary for Johnson & Johnson for over 18 years on seven different transactions totalling over 460,000 square feet in Jacksonville, Florida.*

## 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.