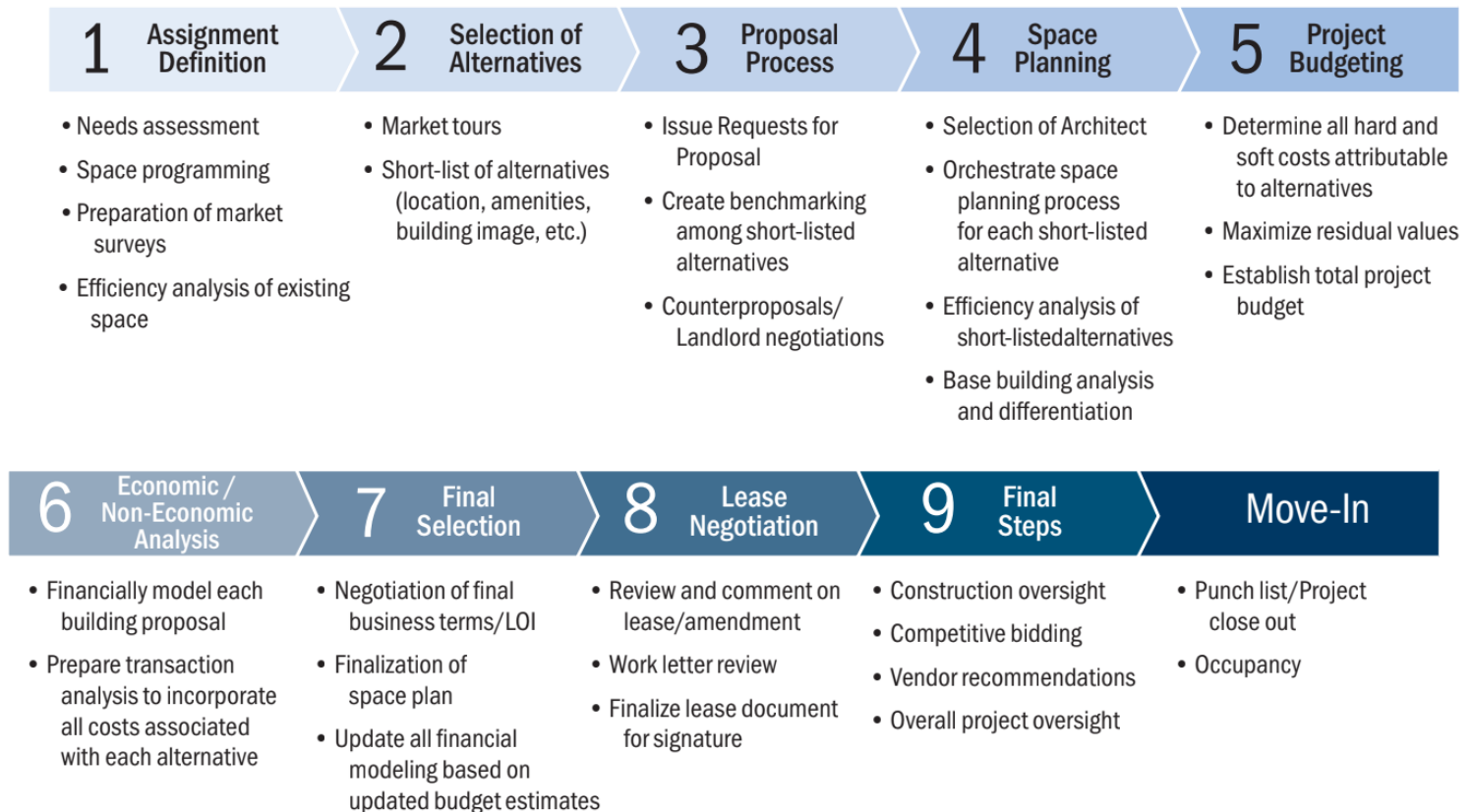


**Tenant Focused.**  
Every day, every project.



## Understanding the Transaction Management Process

The following diagram provides a summary of CBIZ Gibraltar's transaction management process that may be utilized:



## **NEEDS ASSESSMENT**

CBIZ Gibraltar will be in constant communication with the client to identify critical project factors such as key dates, employee headcount, space utilization, infrastructure needs, growth / contraction requirements and any other relevant needs.

## **STRATEGY DEVELOPMENT**

Once the project criteria are identified, CBIZ Gibraltar will evaluate alternative location strategies such as a lease renewal vs relocation. By exploring the various alternative deal structures, CBIZ Gibraltar will assess the opportunities and risks to the tenant before engaging the marketplace.

These strategies may include anything from a remaining lease obligation and ability to mitigate consequences to required capital investment, although the intentions of most companies are to adopt the best long-term strategy with no up-front capital expenditures or minimal out-of-pocket costs.

Finally, the economic impact of pursuing various occupancy strategies at different points in time must be tested to determine the appropriate economic cost of a tenant's existing lease if it relocates early, versus the market risk (pricing and availability) of waiting.

## **MARKET RESEARCH**

During the Market Research process, CBIZ Gibraltar performs rigorous evaluations to identify each alternative in the marketplace. CBIZ Gibraltar will utilize online research tools as well as work with local co-brokers, landlords, developers and economic development organizations to uncover all available options.

CBIZ Gibraltar will gather detailed information such as square footage, systems infrastructure, equipment, operating expenses, and rental rate for each real estate option based on the client's needs. The market research will be summarized in an extensive Market Survey Report.

## **TOURS & DUE DILIGENCE**

Once the market research is completed, CBIZ Gibraltar will coordinate tours of all potential options to help the client understand market conditions as well as to create negotiation leverage in the marketplace.

The tours will include visits to available properties as well as meetings with key officials, as needed. The anecdotal evidence uncovered during the tours will be crucial to selecting the best options.



### **Needs Assessment & Strategic Planning**

- We identify critical project factors such as timing, budget, location parameters, current and future employee headcount, etc.
- We implement strategic space programming metrics to ensure the client evaluates the right amount of space for both its current footprint and future growth needs

### **Market Research & Site Selection**

- We qualify and identify viable alternatives in the market utilizing distinct market tools and resources to determine the best options available
- We coordinate site tours of all potential options to determine a preferred short-list that best meets the clients' needs

## NEGOTIATIONS

Once the tours are completed and the shortlist sites have been identified, CBIZ Gibraltar will initiate negotiations of the real estate terms.

Our controlled negotiation process will ensure that maximum leverage is created for the benefit of the client without any conflicts of interest.

CBIZ Gibraltar's experience in creating effective real estate solutions enables our clients to stay focused on its business strategies without sacrificing their real estate and facilities objectives. CBIZ Gibraltar will clarify these objectives as they relate to key negotiation goals, such as rates, concessions, improvements, renewals, expansion, and contractions for each location, then prepare and distribute RFPs to finalist properties identified in the site tours.

Proposals will be collected and evaluated based on all building components such as rental rates, operating costs, escalations, concessions, buildout allowances, floor plate efficiency, infrastructure, parking and amenities.

The alternatives are then narrowed to a short list of buildings, including the existing location (if applicable), to initiate formal negotiations. During the negotiation process, CBIZ Gibraltar will use our analytical tools to conduct comprehensive financial analyses to evaluate the financial impact of each location.

As CBIZ Gibraltar is an exclusive tenant representation firm, all clients are assured to receive unbiased negotiation services without the conflicts of interest associated with the many of the firms operating today.

Finally, CBIZ Gibraltar will conduct comprehensive reviews of the lease, in conjunction with the client's legal representative, to ensure every aspect of the negotiated terms are included in the final documentation.

## CONSTRUCTION & MOVE MANAGEMENT

The final phase of the project will involve managing the construction process to supplement the client's in-house real estate department. This includes the bidding and management of project activities such as design, construction, and other relocation-related consultants.

After the client's requirements and goals are identified, the CBIZ Gibraltar's Workplace Solutions team will develop detailed project budgets and schedules. The result is a completed project, implemented on time, within budget and with minimal disruption to operations.



### Negotiation of Lease Terms

- We initiate strategic negotiations and determine a finalist option based upon the best terms and conditions that meet our clients' goals and objectives
- We work to finalize space planning and terms of a Letter of Intent (in either a renegotiation or relocation scenario)

### Design, Construction & Workplace Solution

- We help to finalize that all terms and conditions are identified in the final lease or Amendment agreements
- If appropriate, we manage the architectural, design and construction phases to ensure a seamless delivery and move-in phase

## WHY CHOOSE US?

CBIZ Gibraltar is a conflict-free, experienced real estate advisory team that provides our clients with strategic solutions, superior results & best-in-class consulting services.



### Zero Conflict

Our exclusive tenant focus eliminates any conflict of interest when representing our clients.



### Workplace Solutions

From ensuring you are in the right amount of space to making construction dollars go further, we make sure your project comes in on-time and on-budget.



### Experience

Our experience, market coverage and accountability to our clients is second to none.