

# **Rookie School-Relationship Approach to Business: Tenant Representation A to Z**

This course is based on the instructor's 28 years of representing tenants, buyers and investors nationwide. It was the foundation for the instructor's book "Tenant Rep from A to Z". Many of the questions and answers incorporated in the material come from over 18 years of teaching this material nationally.

After taking this course the agent will understand the difference between a transaction approach to business and a relationship approach to business; how to develop those relationships; and the history of tenant representation - why it started, whether they should be in this niche or not, by itself or with the listing side of the business. The agent will learn about lease clauses and why "mastering the market and process" is so important.

The benefit to the consumer is the agent learning this technique will be able to help them through the process of a lease renewal or relocation to lease, purchase or invest and better prepared to save the clients time and money! The consumer will also benefit from learning about the agency disclosure law.

**9:00 am**

## **Commercial Real Estate Market and Business Overview -Tenant Representation:**

1. What is agency disclosure and how does it affect everyone in the process?
2. What is tenant representation?
3. How does it differ from listing property?
4. Skills agents need in this niche
5. History of tenant rep
6. Why public needs a tenant rep!

10 minute break

**10:00 am**

## **Relationship Approach vs. Transaction Approach to Business**

How using this technique can help you and your clients reach your goals

**10:30 am**

## **Preferred Vendor Strategy for building life-long business relationships!**

1. Overview
2. Process
3. Samples

10 minute break

**11:00 am**

## **The Process from A to Z**

Going thru the entire process - before you call on a prospective client, getting the business, actually doing the business, and following up for future business. The student will be able to understand all parts of the process.

**11:30 am -12:15 pm**

## **Lease clauses to help you and your client**

Review of certain lease clauses that will help create a smoother process for the client and the client's attorney. The 44 point checklist we use to help clients with their leases for long term savings on their bottom line. The agent will understand that forming a team with client and their "Trusted Advisors" real estate attorney, accountant and commercial banker among others is an important part of the process.