

Company Overview

For landlords, we develop strategies to enhance the value of a real estate asset through the following key elements: positioning the property in the marketplace, identifying suitable prospects, creating customized marketing strategies and tools for managing all of the steps associated with the leasing process.

Landlord Representation What can we do for you?

- **Property Positioning.** We evaluate market conditions, including tenant relocations, levels of occupancy in a target area, rental rates, proposed development and other real estate trends. We conduct an assessment of your property consisting of site inspections, area demographics and market segmentation analysis.
- **Creation of marketing strategies and tools.** We develop a comprehensive positioning and leasing program for your property. We identify you for most appropriate tenant categories based upon your goals, preferred tenant mix and projected consumer traffic.
- **Target marketing to suitable prospects.** With the most suitable tenant classifications identified, we conduct a search for the most appropriate tenant using our thorough marketing and promotional programs. These award-winning services include:
 - High Quality Custom Marketing Brochures
 - Direct Email Campaigns
 - Capital Retail Group Quarterly Broker Breakfasts
 - Warm Calling Potential Tenants

We complete these services with our electronic inventory system which catalogs the requirements of national, regional, and local chains seeking space in a specific area.

- **Lease Negotiations.** We facilitate negotiating the most cost-effective lease terms. After careful preparation and qualification of creditworthiness, communication leading to a mutually beneficial outcome can begin. Our services include:
 - Qualification of Tenant
 - Drafting Letter of Intent
 - Negotiating Lease Terms
 - Conducting Financial Deal Analysis

For more information or to schedule an appointment, contact:

Robert Tack	202.319.2884	Robert@capitalretail.com
David Yun	202.370.1351	David@capitalretail.com
Michael Shin	443.472.6979	Michael@capitalretail.com