

# Tenant Representation

## Services Overview

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Who We Are



# The Difference is Clear

NAI Chase Commercial is an Accredited Management Organization® operating in Alabama and the Tennessee Valley since 1985. Our goal is to serve as a full-service real estate company that can deliver comprehensive real estate solutions.

**Our vision stems from a few key points**



## Commercial Leasing Division

Historically, courtesy & service go hand-in-hand with southern culture. We'll always treat you with respect.



## Broad Scope

Our services are broad — from industrial and retail leasing & sales, to property management — we're here for it all.



## Global Reach

With over 400 local offices, our firm comes with a global backing, working in unison to provide exceptional solutions.



## Local Expertise

We are here. We have a notable history of representing national tenants and managing institutional properties locally.



Since our founding, NAI Chase Commercial has become recognized as a prominent leader in Alabama for commercial real estate brokerage and property management. We attribute much of our growth and success to our basic commitment to quality and personal service. NAI Chase Commercial now has a staff of forty-four people, with offices in Birmingham and Huntsville. We manage over 2.5 million square feet of commercial property regionally.

**NAI Chase Commercial**

Commercial Real Estate Services, Worldwide.

[www.chasecommercial.com](http://www.chasecommercial.com)

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## Delivering Expert Consultation for Every Situation

The cost of real estate, the second highest expense after personnel, can significantly affect a company's bottom line. You can manage this expense and turn it into an advantage by putting an expert in your corner.

Regardless of your company's size or need, our goal is to match your objectives with the optimal real estate solution while you stay focused on what matters most - running a successful business.

## Why Do You Need Tenant Representation Services

A tenant representation broker is your central point of contact, helping you navigate the complexities of the occupancy process at every step for a seamless and successful transaction. NAI Chase Commercial offers a true value-added service which offers you three key benefits:

- Superior Market Access & Information
- Superior Negotiating Leverage
- Superior Accountability

Most buildings have listing agents representing the landlord's best interest. This puts you at a disadvantage without representation. NAI Chase Commercial advisors advocate for you, at every transaction and every stage.

## How Much Does a Tenant Representation Advisor Cost?

Nothing; there is no cost to you. The tenant representation broker's fee is paid in the form of a shared commission by the landlord's broker.



## Deeply Vested in Your Success

Since 1985, NAI Chase Commercial has been the exclusive agent for tenants locally and nationally ranging in size from 1,000 to more than 200,000 square feet. We offer a unique and flexible step-by-step process that focuses on the needs of your organization. Whether seeking new space or to renew existing space, relocate, expand, consolidate, sublease, buy or sell, our experts are fully committed to your interests.

NAI Chase Commercial offers comprehensive tenant representation services including site selection, market analysis, transaction management, and more. We will custom tailor a project management system that provides you with the best possible sites in the market to ensure the highest level of success. Tenant Representation in commercial real estate is a robust process that involves careful analysis, strategic negotiation, and comprehensive support - from the initial consultation to long after the lease is signed. This approach not only secures optimal terms for the tenant, but also delivers lasting benefits such as cost savings, risk mitigation, and tailored solutions that support the tenant's long-term business success.

We start by getting to know you, your business and understanding your requirements. We follow up with up-to-date real estate research, local and in-depth market expertise backed by deep industry relationships to develop a tailored occupancy plan specific to your needs.



## Detailed Tenant Representation Process



### Initial Consultation & Needs Analysis:

**Client Assessment:** The process begins with an in-depth consultation to understand the tenant’s current and future needs, including location preferences, space requirements, budget constraints, and growth projections.

**Goal Setting:** Clear objectives are defined, such as desired lease duration, specific amenities, expansion options, and any other critical operational requirements.



### Market Research & Property Identification:

**Data-Driven Analysis:** The tenant representative conducts extensive research on market trends, current lease rates, and available properties.

**Property Shortlisting:** Potential properties that align with the tenant’s criteria are identified and compared based on location benefits, building quality, and cost-effectiveness.



### Property Tours & Evaluation:

**Site Visits:** Arranging tours to physically inspect shortlisted properties is crucial to assess aspects such as layout, accessibility, condition, and compatibility with the tenant’s operations.

**On-Site Assessment:** Each property is evaluated for factors like parking, infrastructure quality, local amenities and future scalability.



### Financial Lease & Analysis:

**Cost Modeling:** Detailed financial models are developed to forecast all occupancy costs, including base rent, operating expenses, and potential additional fees.

**Lease Structure Review:** The representative scrutinizes lease documents to understand all terms and clauses, ensuring there are no hidden costs or unfavorable conditions.



### Strategic Negotiation:

**Tailored Strategy:** A negotiation plan is formulated that reflects the tenant’s priorities, leveraging market data to gain an advantage.

**Key Term Negotiation:** Critical terms such as rental rates, escalation clauses, renewal and termination options, tenant improvement allowances, and rent-free periods are negotiated to secure optimal conditions.

**Risk Mitigation:** Protective clauses are incorporated to safeguard the tenant against unforeseen market fluctuations or operational challenges.



### Lease Execution & Closing:

**Final Review:** All negotiated terms are meticulously reviewed and confirmed in the final lease document.

**Legal Coordination:** The tenant representative works closely with legal experts to ensure that the lease adheres to local laws and fully protects the tenant’s interests.

**Signing & Transition:** Assistance is provided during the final signing process and coordination for the tenant’s move-in or build-out phase.



### Post-Lease Support:

**Ongoing Relationship:** Many tenant representatives continue to support their clients post-lease by managing renewals, advising on potential disputes, and suggesting modifications if the tenant’s needs evolve.

**Market Updates:** They also keep tenants informed of market changes that could affect future leasing opportunities or renegotiated terms.

## How Tenant Representation Benefits the Customer



### Cost Efficiency:

By negotiating competitive rental rates, securing favorable lease terms, and identifying cost-saving concessions like tenant improvement allowances and rent-free periods, the tenant can significantly reduce overall occupancy costs.



### Risk Reduction:

With thorough due diligence, legal reviews, and the inclusion of protective clauses, tenant representation minimizes financial and operational risks, ensuring that the lease structure supports long-term business stability.



### Tailored Space Solutions:

The process ensures that the selected space not only meets immediate needs but also accommodates future growth. This strategic alignment helps maintain operational efficiency and supports business expansion.



### Market Expertise & Negotiation Leverage:

Tenant representatives bring deep local market knowledge and proven negotiation skills to the table, translating into better deals and more informed decisions, which a tenant might not secure on their own.



### Time & Resource Savings:

By managing everything from market research to lease execution, tenant representatives free up the tenant's internal resources, allowing them to focus on their core business while ensuring the leasing process is smooth and efficient.



### Long-Term Strategic Support:

Post-lease services provide ongoing value by helping the tenant navigate renewals, reassess space needs, or even transition to a new property as their business evolves, ensuring continuous alignment with strategic objectives.





## Select/Limited Client List

**LOCKHEED MARTIN**



**REDSTONE READINESS CENTER**



**L3HARRIS**  
FAST. FORWARD.

**GENERAL DYNAMICS**



**Collins Aerospace**  
An RTX Business



**BLUE ORIGIN**

**AEROJET  
ROCKETDYNE**

**RADIANCE  
TECHNOLOGIES**



**Georgia  
Tech**

**NG7**

**NORTHROP GRUMMAN**

**Raytheon**

