

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.

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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.





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Randy Thomas

Executive Vice President

Biography

With over 25 years of experience, Randy Thomas is a recognized leader in commercial real estate brokerage, specializing in tenant representation, landlord advisory, leasing, and investment sales. As Executive Vice President at NAI Chase Commercial, Randy provides strategic leadership across the Birmingham market, guiding the brokerage team while continuing to deliver exceptional results for his clients.

Tenant Representation Expertise

Randy is particularly known for his strength in tenant representation—advocating for businesses to secure the right space, on the right terms, with maximum value. His deep market knowledge, financial acumen, and proven negotiation skills have enabled tenants across office, retail, and industrial sectors to achieve cost savings, greater flexibility, and long-term operational success. From startups to Fortune 500 companies, Randy's client-first approach ensures that every tenant is positioned for growth and stability.

Background & Experience

Randy's career is defined by discipline, service, and results. A graduate of Western Illinois University with a Bachelor of Science in Business, he began his professional journey as a United States Federal Agent before transitioning into the U.S. Government's defense industry. A former NCAA Division I wrestler, Randy brings the same drive, focus, and resilience to every negotiation and client relationship.

He launched his commercial real estate career in 1996 with NAI, specializing in office leasing and tenant representation. In 1999, he joined Colonial Properties Trust (CLP), a \$5B publicly traded REIT, where he represented office portfolios throughout Alabama and served institutional owners such as GE Capital and Berkadia. In 2012, Randy joined Colliers International Alabama, consistently ranking among the firm's top brokers.

Returning to NAI Chase Commercial in 2017 as Senior Vice President, Randy led the brokerage production team before becoming a Partner/Broker at Ponder Properties in 2019. In 2020, he spearheaded the merger of Ponder Properties with NAI Chase Commercial, creating one of Birmingham's largest full-service commercial real estate firms.

Client Representation

Randy has delivered solutions for a wide range of clients, including:

- AT&T
- IBM
- American Express Financial Services
- Boeing Aerospace
- Chrysler Corporation
- GE Aviation & GE Capital
- Dynetics
- Georgia Tech
- Northrup Grumman
- Raytheon
- Stanley
- LINE-X
- Lidos Corp.

Leadership Philosophy

Randy believes that representation means advocacy. His tenant-first approach, coupled with his leadership in brokerage operations, ensures that NAI Chase Commercial delivers not just transactions—but long-term partnerships built on trust, performance, and value.



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Erik Amason

Leasing & Sales Specialist

Career Summary

Erik specializes in real estate solutions in his market of expertise. This includes tenant and landlord representation in leasing and sales to working with development and investment groups in support of their requirements.

Background & Experience

Erik's experience has been focused on site selection for ground up development. He also works with many sectors to represent tenants finding the right space for their requirements. He also spends much of this time working with landlords to lease their properties or broker their sale.

Partial Client List

- Aviation Missile Systems
- Alpine Development
- Generational Income Properties
- Crown Group
- Volta Global
- TriOut Capital
- Bonaventure
- Fiscal Systems
- Elmington Capital

Recent Transactions

- 853,000 Manufacturing Facility Sale
- 175,000 Office/Warehouse Sale
- 32,000 Research Park Office Sale
- 31,000 Research Park Office Lease
- 30,000 Research Park Office Lease
- 28,000 Research Park Office Lease
- 27,000 Research Park Office Sale
- 26,000 Downtown Office Sale
- 50,000 Industrial Sale
- 20,000 Office/Retail Sale
- 70ac Planned Community Development Site Sale
- 40ac Planned Community Development Site Sale
- 34ac Multi Family Development Site Sale
- 7ac Mixed Use Mid-Rise Development Site

Prior to real estate Erik spent 9 years as a US Navy SEAL. Before the Navy he was an athlete with the US Slalom Team from the 2004 Athens Olympics to the 2008 Beijing Olympics. Erik went to George Mason University in the DC area where he was born and raised and now enjoys being a Huntsville resident with his wife and two children.



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Ashley Farrell Athon

Leasing & Sales Specialist

Career Summary

Ashley graduated cum laude from Southern Wesleyan University where she received a BS in Business Management and has completed all the class requirements for her CCIM designation. She has been in the Commercial Real Estate Industry since 2000, getting her start in Charleston, SC. Ashley holds a real estate license in the State of Alabama where she actively works all over the state for her clients. She has successfully served as a Tenant / Buyer Representative and a Seller / Landlord Representative, providing client-centered attention in sales and leasing transactions to include office, industrial, land, retail, property management and investment properties. Clients have experienced tremendous value in her effective negotiating and selling skills in acquisition and disposition of commercial property. Ashley utilizes her strong verbal and written communication skills and helps her clients achieve their property goals with attention to detail, active communication, and her ability to focus. She successfully works with potential clients and customers to win new business.

Scope of Responsibilities

Ashley has successfully served as Tenant/Buyer Representative and a Seller/Landlord Representative, providing client-centered attention in sales/leasing transactions, to include office, industrial, land and retail properties. Clients have experienced tremendous value in her skills in acquisition and disposition of commercial property, offering effective negotiating and selling skills.

Ashley has Property Management knowledge, to include bookkeeping for multiple companies (A/P, A/R, payroll), managing 10+ bank accounts (operating, savings and escrow), hiring and managing employees, conduct performance reviews, coaching, record keeping, data entry, marketing of properties, advertising, supply ordering and general office duties, rent collection, site visits, leasing, renewals, escalations, property maintenance, vendor/tenant/landlord relationships, paying invoices and scheduling work as needed for repairs, tenant relations, preparing budgets, NNN charges and various spreadsheets for TICAM reconciliation.

Professional Affiliations

- CCIM Applicant, Certified Commercial Investment Member

Partial Client List

- PJ's Coffee of New Orleans
- Burn Boot Camp
- Southern States Leasing Company
- Creekside HSV
- EquipmentShare
- Kimley-Horn
- Center for Vein Restoration



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



Our Services Include:

PRODUCT REPRESENTATION

- Sale
- Lease & Sublease
- Comprehensive Marketing Program
- Property Management & Rehabilitation

SITE SEARCH

- Site Selection Criteria Development
- Analysis
- Selection
- Environmental & Wetland Guidance
- Due Diligence
- Acquisition
- Annexation & Zoning
- Entitlement Considerations
- Market Strategy

BUILD-TO-SUIT

- For Lease or For Sale
- Facility Specification
- Competitive Bid & Design Build
- Expansion Planning
- Future Marketability Analysis
- Sale/Leaseback
- Institutional Investors
- Private Investors

FINANCIAL ANALYSIS OF ALTERNATIVES

- Comparing Alternative Proposals
- Purchase V. Lease Analysis

RETROFIT / EXPANSION / DIVISION OF EXISTING BUILDING

- Inspection Services
- Specification Development
- Competitive Bidding of Required Work
- Construction & Improvement Supervision

FAIR MARKET VALUE ANALYSIS

- Valuation of Land
- Valuation of Buildings & Improvements
- Incentive Negotiations
- Tax Abatement
- TIF
- Job Creation Credits
- IRB (Industrial Revenue Board)
- Development Grants
- Enterprise Zone
- FTZ (Foreign Trade Zone)



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