

Leasing & Owner Representation

The Shepherd Group's approach to Leasing & Owner Representation is leasing vacant spaces quickly and being mindful of your long and short term Real Estate goals—all while keeping a watchful eye on current market conditions. The process also includes a constant review of “what is working and what is not working” and recommendations for new ideas to facilitate the marketing process.

The basic procedures are outlined below:

- Meet with the you to discuss your goals
- Thoroughly review the property and develop a detailed understanding of the features and attributes of the property as well as comparisons with competing properties.
- Review current market conditions and recent transactions
- After reviewing current market conditions and the your goals, develop pricing and marketing strategies to achieve your goals
- A tenant search for whom your properties match their criteria – Marketing strategies could include signage, targeted mailers, flyers, entries in appropriate electronic data bases, web sites, and cold calling
- Arrange for Property tours
- Developing unique and flexible lease structures that could facilitate the leasing process e.g., rental rates, tenant improvement and equipment financing, contractor selection/pricing, assistance with development of business plans, etc.
- Solicit offers and begin Negotiations
- After basic agreement (LOI), finalize negotiations on actual contract
- Prepare move-in plan (appropriate contacts, notices, service contracts, etc.)

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