

MORE THAN JUST A REAL ESTATE BROKER

Too often, tenants start the process of searching for real estate before they know what they really need. At Friedman, we help clients through every step of the process, starting before you decide to look for a new location.

Your workspace is more than just a roof over your head. The right facility or office should fully support your business objectives. At Friedman, we understand the vital importance of your workspace: what it means to your brand, your people and the work you do. Using our expert knowledge of local market conditions coupled with a deep understanding of your business we help you quantify the property that best meets your requirements both physically, and financially. We stay involved from beginning to end, allowing you to stay focused on your business.

OUR PROCESS

STAGE 1 | SPACE PLANNING AND PROGRAMMING:

Our in-house space planning and design team can meet with you to review your requirements in order to develop a space program and floor plan that supports your business, while optimizing efficiency. Key areas of focus include:

- Developing a space program based on current, as well as projected future headcount.
- Understanding job functions, and relating functions to each other spatially in a way that supports the overall business ('adjacency' or 'flow').
- Planning and optimizing offices, workstations, conference areas, kitchens, supply areas, lobbies, and collaborative spaces to maximum utility and efficiency.

Rather than start the process based on an assumption of 'how much space do I need', we provide you with a plan and program that supports your business objectives, so we can then focus on finding you the location and space that best fits your needs.

STAGE 2 | PROPERTY IDENTIFICATION AND TOURS

Once we have established the parameters for your ideal space in Stage 1, we will leverage our market experience as one of the region's top brokerage firms to identify and narrow down properties and spaces that match your requirements. There is a lot that goes into finding the right building or space in the right location. We work with you to identify key factors that may impact the decision by focusing on a number of parameters, including:

- Proximity to customer base
- Proximity to existing employee base
- Location relative to your ideal labor / talent pool
- Property owner / manager stability and financial footing
- Access to local amenities
- Your budget guidelines
- Delivery / move-in timeframe

STAGE 3 | GENERATE PROPOSALS

As your brokerage representative, we prepare a comprehensive Request For Proposal form to deliver to the short-list of property candidates. Each RFP is crafted to ensure that important deal points are addressed up front.

Once we receive proposals from the property owners, we then format them into a simple to understand comparison matrix. We normalize each proposal on an 'apples-to-apples' basis to ensure that you understand all costs, without any surprises. In addition, we show you which properties met all of your requirements, and which properties fell short. In every case, we help you to identify the property that makes the most sense for your business, economically and operationally.

STAGE 4 | **NEGOTIATION**

Founded in 1987, Friedman is one of the most experienced brokerage firms in the market. Using our expertise and vast market knowledge we will help you to negotiate the most favorable terms available. We work to ensure that your direct costs are aligned with your goals. We help build flexibility into your agreement to allow for future expansion or contraction. And we help mitigate risk by advising you on key deal points.

- No cost representation. Landlord pays commission
- Review of available economic incentives at state, local, and federal levels
- Benchmarking/market comparison

STAGE 5 | **LEASE EXECUTION / PURCHASE**

Once negotiations are complete, you will execute a contract with the winning property. Typically your legal counsel will be involved in taking the deal points that were negotiated as part of Stage 4, and ensuring that the contract properly reflects the terms of the deal.

Often, this is where a typical brokerage company steps out of the process. Friedman is different. We are here to help you through the rest of the process.

STAGE 6 | **PROJECT & CONSTRUCTION MANAGEMENT**

Once your new property contract is signed, there are a number of steps that need to occur, from construction kick-off meetings, to managing a construction allowance, to overseeing landlord improvement work, coordinating furniture, phone, and data cabling. Your staff can remain focused on running your business, while Friedman's

Project and Construction Management experts help coordinate the details related to your new property. Services offered include:

- Review of improvement plan and scope of work with our design and construction team
- Review of property bids (if Landlord performs the work) or act as General Contractor and Construction Manager (if Tenant self-performs).
- Project timeline management
- Assistance and coordination with furniture vendors
- Assistance and coordination with phone and data cabling vendors
- Change order management
- Final walk-through and punch-list
- Move-in and occupancy coordination

STAGE 7 | **ONGOING OCCUPANCY MANAGEMENT**

Our job does not end once you move into your new property. We are always here as a resource for you. If during the term of your contract you have questions about expansion, renewal, or relocation, we're here. If you require additional improvements or construction within your space, we want you to call on us. And if your situation changes and you need to sublet or dispose of your facility, we're here to help. Our mission is to develop lasting, long-term relationships with our clients, and we will do everything we can to ensure your satisfaction.

TO WORK WITH OUR TEAM PLEASE CONTACT

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