



5 SIMPLE STEPS



TO SECURE A HIGH TRAFFIC PRIME LOCATION
WITHOUT LOSING AN ARM AND A LEG



IT'S A JUNGLE OUT THERE IN COMMERCIAL LEASING LAND!
Everyone knows the age old phrase: it's all about *LOCATION, LOCATION, LOCATION*. Some businesses are reaping the harvest of tropical fruits with prime watering hole locations while others are fighting for their lives with no customers in sight.





Even when you know the key location, location, location, securing one that is **high traffic** without losing an arm and a leg to the eight hundred pound gorilla (not to mention the crocodiles, lions and tigers) is near to impossible.



That's why GRR created this **simple** guide to help you navigate your way across the leasing jungle to a prime location in **5 easy steps**.

STEP ONE: CREATE A NEEDS ANALYSIS

A needs analysis will collect information to build a comprehensive understanding of the needs and issues facing your business.



DANGERS OF NOT CONDUCTING A NEEDS ANALYSIS:

- You will waste money
- You will lose time
- Your business goals will not be met

STEP TWO: CREATE A CAPTIVATING PRESENTATION PACKAGE

First impressions make all the difference! If you ask all the wrong questions, a landlord or broker will quickly assume that you are not savvy enough to know what you need.



DANGERS OF GOING IN UNPREPARED:

- You will be ignored in favor of retailers who will close deals
- You will be offered less favorable terms
- Your requests will be declined or the broker will be less inclined to negotiate

STEP THREE: RESEARCH LOCATIONS AND AREAS

The best locations are snatched up quickly!

Independent retailers do not have the benefit of access to "members-only" listing services, GRR does. It is important to get information to the brokerage community as soon as possible. GRR will provide the service.



DANGERS OF NOT DOING APPROPRIATE RESEARCH:

- You will lose your dream location
- You will miss out on locations that are competitive and worth exploring
- You will lose leverage due to your lack of information

STEP FOUR: DRAFT A LETTER OF INTENT

This is a critical step in the lease negotiating process. A well-drafted LOI will lay out the most important deal points and economics.



DANGERS OF SKIPPING THIS STEP:

- Your verbal agreement will be forgotten or misinterpreted
- You will not have a chance to negotiate economics again once the lease has been drafted
- You will not be aware of the level of seriousness from the landlord

STEP FIVE: NEGOTIATE THE BEST PRICE AND THE BEST TERMS!

The key to negotiating is knowing how and when, and what concessions the landlord is willing to grant.



DANGERS OF FAILING TO NEGOTIATE:

- You will overpay
- You will leave yourself open to high risk
- You will lose your business



Even with a map it still can be difficult to cross the harsh terrain of leasing on your own.

Golden Rule Leasing Team is offering a **COMPLIMENTARY CONSULTATION** to determine whether your business is a good fit for a retail location or expansion. There are several key indicators GRR will review with you during this free consultation.

To book your free consultation call Golden Rule Resources at: 1-(800) 504-3542