



IN PARTNERSHIP WITH KW COMMERCIAL

*“At Urban Pulse Commercial Group, our vision is to be the standard of excellence in the commercial real estate industry.”*

**UrbanPulseCommercial.com**

# ABOUT

## URBAN PULSE COMMERCIAL GROUP

Urban Pulse Commercial Group is a dynamic and multifaceted commercial real estate team, operating under the umbrella of KW Commercial Atlanta Classic Brokerage. We specialize in delivering comprehensive and cutting-edge commercial real estate services across various sectors, including office spaces, industrial properties, multifamily rentals, retail spaces, and providing expert representation for both buyers and sellers as well as tenants and landlords.

## VISION STATEMENT

At Urban Pulse Commercial Group, our vision is to be a beacon of excellence in the commercial real estate industry. We aspire to set the standard for full-service solutions, representing buyers, sellers, tenants, and landlords in the dynamic world of commercial real estate. Our unwavering commitment is to create lasting value for our clients by delivering expert guidance and innovative strategies that align with their unique needs

## MISSION STATEMENT

Our mission at Urban Pulse Commercial Group is to provide exceptional full-service commercial real estate services in partnership with KW Commercial, catering to the diverse needs of buyers, sellers, tenants, and landlords. We leverage our extensive industry expertise to ensure our clients receive top-tier service and unparalleled support throughout their real estate journey.

We are driven by integrity, transparency, and a relentless dedication to professionalism. Our focus is on nurturing long-term client relationships, delivering tailored solutions, and exceeding expectations. We aim to be the trusted advisors and partners our clients can rely on, helping them navigate the complexities of the commercial real estate market with confidence and success.





# THE DIFFERENCE

## MULTIFACETED EXPERTISE

By leveraging the benefits of our combined expertise in economic development and commercial real estate, we provide a unique and valuable resource for our clients. With a track record of successful projects and satisfied clients we have built a reputation as a superior service provider in the commercial real estate industry. We offer a blend of expertise, innovation, and a commitment to making a difference in the urban landscape. Whether you are looking to buy, sell, lease, invest, or simply need expert representation, our team is here to guide you through every aspect of your commercial real estate journey.

## FULL-SERVICE COMMERCIAL REAL ESTATE

Urban Pulse Commercial Group offers a wide array of services to cater to the diverse needs of our clients. Whether you are seeking the ideal office space, industrial property, multifamily investment, or retail location, our team has the expertise to guide you through the entire real estate journey. We also offer specialized representation for buyers, sellers, tenants, and landlords, ensuring that each client receives tailored support.

## CLIENT-CENTRIC APPROACH

We prioritize our clients' success and objectives above all else. We understand that each real estate transaction is unique and requires a personalized approach. Our commitment to professionalism, transparency, and integrity ensures that every client receives the highest level of service and support.



## PARTNERSHIP WITH KW COMMERCIAL

As an integral part of KW Commercial Atlanta Classic Brokerage, we have access to a vast network of resources, cutting-edge tools, and a team of seasoned professionals. This collaboration strengthens our ability to provide exceptional service and access to a broad range of commercial real estate opportunities.

## UNIQUE EXPERTISE

The Urban Pulse Commercial Group brings a unique combination of experiences to the table. Our team members possess diverse backgrounds, including economic development, development services, government administration, and real estate consulting. This wealth of knowledge enables us to provide holistic and insightful guidance to our clients, whether they are seeking urban development insights, navigating complex regulatory landscapes, or making strategic real estate decisions.

## COMMITMENT TO URBAN DEVELOPMENT

The name "Urban Pulse" reflects our profound passion for urban development and revitalization. We are driven by a deep-seated commitment to making a positive impact on urban areas, contributing to their growth, vibrancy, and sustainability, all while enhancing the quality of life for businesses and residents.



# VALUE PROPOSITION FOR CLIENTS



## THE STANDARD

Our value proposition lies in its unique blend of expertise, a strong track record, an excellent reputation, comprehensive services, a commitment to innovation and urban development, and expert



## REPUTATION FOR EXCELLENCE

We have built a strong reputation as a superior service provider in the commercial real estate industry. Clients can trust that they will receive top-tier service and support throughout their real



## COMBINED EXPERTISE

We leverage the expertise of our team in economic development, government administration and commercial real estate. This combined knowledge allows us to provide a comprehensive understanding of the market.



## COMPREHENSIVE SERVICES

Urban Pulse Commercial Group offers a wide range of services, including assistance with buying, selling, leasing, and investing in commercial real estate.



## EXPERT GUIDANCE

We guide clients through every aspect of their commercial real estate journey. This level of support can be particularly valuable for clients who may be new to the commercial real estate process or require expert representation.



## INFORMED MARKET ANALYSIS

We have the ability to conduct thorough market analysis, identifying emerging trends, growth opportunities, and potential challenges in specific regions or industries



## INNOVATION

We emphasizes innovation, which means we are likely to be at the forefront of industry trends and technology. This can give clients access to cutting-edge solutions and strategies for their commercial real estate needs.



## NAVIGATING REGULATORY LANDSCAPE

Our experience in government services equips us with the knowledge to navigate complex regulatory frameworks. This includes zoning regulations, environmental compliance, building codes, and permits, streamlining the process for our clients.





### **RISK ASSESSMENT**

Our economic development expertise enables our team to assess potential risks related to macroeconomic factors and policy changes that may impact commercial real estate investments.



### **STRATEGIC LOCATION SELECTION**

Understanding economic growth drivers and local development plans allows us to assist our clients in selecting strategic locations for their commercial properties.



### **MAXIMIZING INCENTIVES**

We can help our clients take advantage of tax reductions, grants, and other incentives that can significantly improve the bottom line.



### **NETWORK OF STAKEHOLDERS**

Our longstanding involvement in economic development means we have a vast network of stakeholders, including businesses, community leaders, and public officials.



### **LONG-TERM PLANNING**

Our knowledge of economic cycles and development trajectories can aid clients in formulating long-term strategies for their real estate portfolios, developments, and industry trends.



### **PARTNERSHIPS WITH GOVERNMENT ENTITIES**

Our existing relationships and understanding of government processes can facilitate smoother interactions with local authorities.



### **COMMUNITY ENGAGEMENT**

Understanding the social and economic dynamics of local communities allows our team to help our clients create development plans that align with community needs and aspirations, fostering positive relationships between our clients and the neighborhoods they operate in.

# OUR TEAM

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## COMMERCIAL BROKERS



**Christopher G. Pike, EDPF, CPM**  
President & Chief Executive Officer  
Economic Development &  
Government Services



**George Roland Render**  
Executive Vice-President  
Manufacturing & Logistics



**Dez Edwards**  
Senior Vice-President  
Sustainability & Green Initiatives

## RESEARCH & ANALYSIS



**Daaiyah Salaam**  
Director - Research and  
Data Analysis



**Orlando Rambo**  
Director - Financial Analysis  
& Project Feasibility





# REAL ESTATE SERVICES

## GOVERNMENT REAL ESTATE SERVICES

Urban Pulse Commercial Group is a trusted partner in providing specialized Real Estate Services tailored to meet the unique needs of government entities. Our team is dedicated to facilitating efficient and effective real estate transactions for government organizations. Here's a detailed description of the real estate services we offer to government entities:

- Site Selection and Acquisition
- Property Valuation
- Asset Monetization
- Public-Private Partnerships (P3)
- Zoning and Regulatory Compliance
- Due Diligence and Environmental Assessments
- Project Development and Redevelopment
- Lease Negotiation and Management
- Economic Development Initiatives
- Portfolio Optimization
- Strategic Planning
- Public Engagement and Communication

## INDUSTRIAL REAL ESTATE SERVICES

Urban Pulse Commercial Group provides a comprehensive suite of Industrial Services tailored to meet the unique needs of businesses operating in the industrial sector. With our deep industry knowledge and experience, we are committed to delivering solutions that optimize industrial real estate assets and facilitate successful transactions. Here's a detailed description of the Industrial Services we offer:

- Site Selection
- Market Research and Analysis
- Tenant Representation
- Leasing and Sales
- Property Management
- Development and Redevelopment
- Investment Analysis
- Environmental Compliance
- Supply Chain Optimization
- Site Due Diligence





# REAL ESTATE SERVICES

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## LAND REAL ESTATE SERVICES

Urban Pulse Commercial Group offers specialized Land Services that are essential for those seeking to make the most of their real estate assets. Our experienced team possesses an in-depth understanding of real estate dynamics, and we provide the following key services:

- Highest and Best Use Analysis.
- Development Potential Assessment
- Transaction Structuring
- Land Acquisition
- Site Selection
- Development Strategy
- Sales and Leasing
- Due Diligence
- Zoning and Entitlements
- Market Positioning
- Ongoing Support



## LANDLORD REPRESENTATION

Urban Pulse Commercial Group offers Landlord Representation services designed to assist property owners, landlords, and real estate developers in maximizing the value of their commercial real estate assets. Our team of dedicated professionals specializes in tailoring strategies to attract and retain high-quality tenants, ensuring the optimal leasing and management of commercial properties. Here is a detailed description of our Landlord Representation services:

- Property Assessment
- Market Analysis: Our experts provide in-depth market analysis to identify competitive properties in your area, assess market trends, and develop pricing and leasing strategies to maximize your property's value.
- Marketing and Promotion
- Tenant Identification
- Lease Negotiation
- Financial Analysis
- Lease Administration
- Tenant Retention
- Property Maintenance and Improvements
- Reporting and Communication
- Lease Renewals and Expansions
- Risk Management

## SUSTAINABILITY & GREEN INITIATIVES

Urban Pulse Commercial Group is at the forefront of delivering Commercial Real Estate Services with a strong commitment to green initiatives and sustainability. Our approach integrates environmental considerations and sustainable practices into every aspect of real estate transactions and property management. Here's a comprehensive description of the services we offer:

- Sustainable Property Development
- LEED Certification Assistance
- Green Building Consulting
- Energy Efficiency Audits
- Renewable Energy Integration
- Sustainable Site Selection
- Carbon Footprint Reduction Strategies
- Green Lease Negotiation
- Sustainable Property Management
- Environmental Certifications
- Community Engagement for Sustainability





## MULTI-FAMILY HOUSING REAL ESTATE SERVICES

Urban Pulse Commercial Group is your trusted partner for comprehensive Multi-Family Buy and Sell Services, tailored to meet the needs of both buyers and sellers in the multi-family real estate market. With our in-depth knowledge and expertise, we facilitate seamless transactions and maximize the value of multi-family properties. Here's a detailed description of the services we offer:

- Property Valuation
- Marketing and Promotion
- Buyer Identification
- Negotiation and Transaction Structuring
- Due Diligence Assistance
- Transaction Management
- Market Research and Analysis
- Closing Coordination

## TENANT REPRESENTATION

Urban Pulse Commercial Group offers comprehensive Tenant Representation services to assist businesses in finding the ideal commercial real estate space for their needs. Our team of experienced professionals is dedicated to helping clients navigate the complex world of commercial leasing, making the process efficient and successful. Here is a detailed description of our Tenant Representation services:

- Needs Assessment
- Market Research
- Property Identification
- Site Visits
- Lease Negotiation
- Financial Analysis
- Lease Review
- Tenant Improvement Coordination
- Due Diligence
- Lease Execution
- Ongoing Support

# *Changing The Narrative In Commercial Real Estate!*



**Urban Pulse Commercial Group**

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