



REAL ESTATE SELECTION PLAYBOOK

Your guide to how JCDAWSON GLOBAL SOLUTIONS can help you find and secure the right real estate for your business.

Overview



This guide outlines the steps we take to understand your needs, formulate a plan, and, ultimately, assist you in finding the best real estate to meet your business, brand and financial goals.

Needs Assessment

DISCOVERY

Market Survey
Request For Proposal

SEARCH

Financial Analysis
Construction Estimates

ANALYSIS

Letter of Intent
Lease Document Review

NEGOTIATIONS

A modern office interior with a blue overlay. In the background, a man is working at a desk with a laptop. In the foreground, a woman is sitting at a desk, looking at a laptop. The office has white cubicles, a black office chair, and a potted plant on the desk. The ceiling has exposed ductwork and fluorescent lights.

DISCOVERY

First, your advisor will get to know your company and what you're looking for up front. This will help us to understand location preferences, growth plans and budget so that we can help you make informed real estate decisions that are in line with your company's business strategy.

Needs Assessment

The site selection process begins with a conversation to find out what matters to you and to understand your company's long term needs and goals.

Is your company growing quickly? Where is your client base? What are your parking needs? Do your employees need to have easy access to amenities within the property or nearby?

Through dialogue with you, your advisor will learn what is most important in your company's search for the best real estate alternative.



A modern office interior with a large yellow overlay on the right side. The background shows a multi-level office space with a curved balcony, a man on a phone, and a man sitting on a bench. The yellow overlay contains the word 'SEARCH' in large white letters and a paragraph of text.

SEARCH

Once a strategy has been set, your advisor will facilitate a search based on your requirements to identify the best options for your needs. They will do the heavy lifting, prepare surveys, schedule tours and present you with options.

Market Survey

Your Adisor will perform thorough market research to identify the best available options in the market and present them to you.

- Identify suitable space
- Tabulate key data for easy comparison
- Compile property flyers and floorplans for each option
- Facilitate short-listing of alternatives
- Facilitate your Property Tour

Citywide Availability Survey

| Bldg No. | Main Photo | Building Name | Property Address | Size (Sq Ft) | Suite/Floor | Base Rental Rate | Operating Expenses | Full Service Equivalent | Estimated Value |
|----------|------------|---|-----------------------------|--------------|-----------------|------------------|--------------------|-------------------------|-----------------|
| 1 | | Research Park Plaza 4 Expires 3/31/2022 | 12301 Research Blvd | 100,000 SF | Multiple Floors | TBD | 13 | 27 | \$4.8/1,000 |
| 2 | | Lakeside Center 1 Expires 10/31/2016 | 6801 N Capital of Texas Hwy | 45,070 SF | Entire Bldg | 14 | 13 | 29 | \$7.1/1,000 |
| 3 | | Riata Corporate Park B Expires 1/31/2019 | 12345 B Riata Trce | 31,132 SF | 2nd Floor | 16 | 13 | 26 | \$5.0/1,000 |
| 4 | | Amber Oaks 1 Expires 5/31/2017 | 13040 Briarwood Dr | 33,147 SF | 1st Floor | 15 | 11 | 21 | \$5.0/1,000 |
| 5 | | Transview Corporate Park Expires 9/30/2019 | 3800 Quince Hill Rd | 33,945 SF | 100 | 14 | 14 | 34 | \$4.2/1,000 |
| 6 | | The Park on Barton Creek 1 Expires 1/31/2017 | 3711 S Nopan Expy | 42,527 SF | 400/500 | 29 | 14 | 26 | \$5.1/1,000 |
| 7 | | 7500 Riata Expires 3/31/2017 | 7500 Riata Blvd | 36,421 SF | 1st Floor | 15 | 11 | 26 | \$4.0/1,000 |
| 8 | | 9500 Arboretum | 9500 Arboretum Blvd | 35,751 SF | 1-1 | \$19.75 | \$13.50 | \$33.75 | \$4.0/1,000 |
| 9 | | 7700 Farmer Ln | 7700 W Farmer Ln | 31,500 SF | Bldg B | \$24.00 | \$10.98 | \$34.98 | \$4.0/1,000 |
| 10 | | Research Park Plaza V | 12301 Research Blvd | 23,073 SF | 2nd Floor | \$24.00 | \$11.06 | \$35.06 | \$5.0/1,000 |
| 11 | | Research Park Five | 12515 Research Blvd | 42,499 SF | 2nd Floor | \$19.00 | \$11.29 | \$30.29 | \$5.0/1,000 |
| 12 | | Riata Corporate Park Bldg 4 | 12331 B Riata Trce | 29,237 SF | 300 | \$19.00 | \$11.29 | \$30.29 | \$5.0/1,000 |

Request for Proposal

Once you have selected a short list of properties, your tenant rep will request proposals from each landlord.

Your broker should:

- Outline a comprehensive list relevant terms for each landlord to address
- Uncover hidden costs and risks associated with each property



A modern office interior with glass partitions and a blue overlay. Two women are sitting at a table in a green-walled room on the left. A man is sitting at a desk in a red-walled room on the right. The blue overlay covers the right side of the image.

ANALYSIS

Finding options that may work for you is the easy part. Where a good advisor differentiates itself from the competition is in analysis and negotiations. The analysis helps you make a fully-informed decision for your company.

Financial Analysis

A broker may run a financial analysis to identify the hidden costs within each proposal and summarize this information in a format that allows you to compare options accurately and quickly.

Other Scenarios:

- Landlord Analysis** - a broker may analyze the transaction from a landlord's perspective to see if you can negotiate further concessions.
- Lease vs. Own Analysis** - a broker may provide analysis to help you determine whether it is best to lease or own real estate, based on your strategic business goals and objectives.
- Lease Restructure Analysis** - a broker may analyze the economics of a transaction from the landlord's perspective to estimate their reservation price and provide framework for lease restructure negotiations

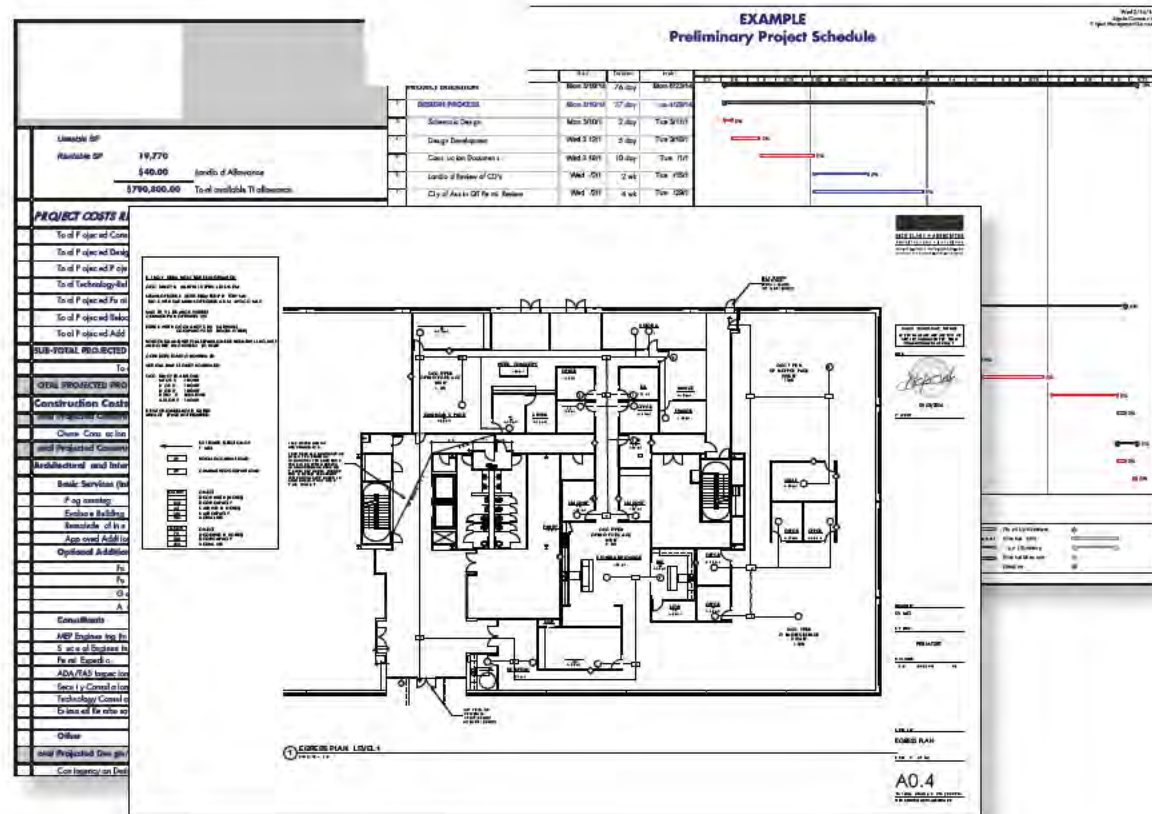


Construction Estimates

Your advisor can help you engage an architect to create a conceptual space plan in order to evaluate the efficiency of each space. The advisor can help engage a contractor to perform preliminary construction budgeting.

This process will enable your advisor to provide accurate comparison of space efficiency among options.

Additionally, you will have the concrete data to assess the true value of each landlord's proposed tenant improvement allowance



A modern office interior featuring a lounge area with a grey sectional sofa, dark leather armchairs, and a low coffee table. A wide staircase with a glass railing is visible in the background. The space is well-lit with recessed ceiling lights and large windows on the right side. The overall design is clean and professional.

NEGOTIATION

Armed with market knowledge and the in-depth analysis performed in the previous step, your advisor will lead the negotiation of your lease deal from letter of intent to executed lease. The advisor will facilitate communication between your company, lawyers and the landlord throughout the process, working to keep you informed and involved throughout the process and make sure you end up with a space and a deal that best meets your needs.

Letter of Intent

After extensive negotiations with landlords, your advisor will prepare a comprehensive letter of intent which outlines the commercial terms under which you are willing to enter into lease negotiations.

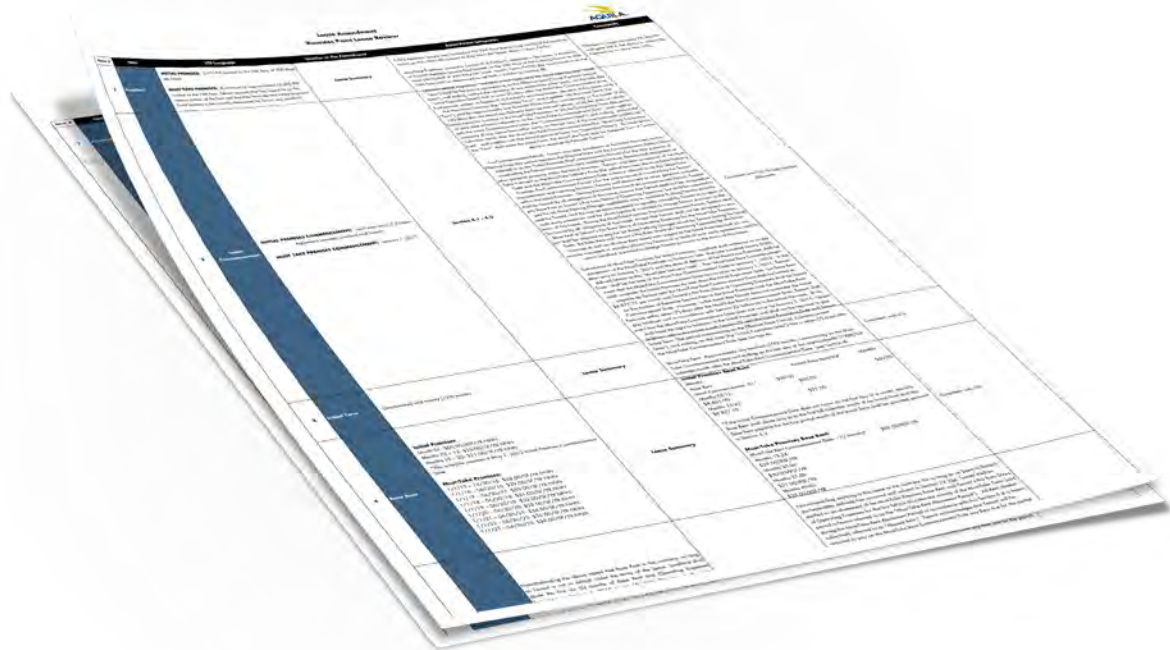
- Outline the key terms and conditions of the lease to be drafted
- Provide accurate documentation of the good faith agreement between the parties
- Typically push to improve the deal one final time



Finalize Lease Document

Once the landlord drafts a lease, a tenant rep will perform a comprehensive review of the commercial terms to verify their accurate compliance with the letter of intent and reduce legal review time.

- Perform comprehensive review of lease to verify accuracy of commercial terms
- Work with your legal counsel to negotiate legal terms and offer advice to make the lease language as favorable to you as possible
- Provide you with an executed copy of your lease





Learn more about finding the best real estate for your business.

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