



LEASE NEGOTIATION – ROANOKE, VA

CLIENT SUCCESS STORY

40% Increase in Equity and 29% Boost in Annual Rent Negotiated for Client by Matthews Retail Advisors

The client was in need of an experienced negotiator who could secure a long-term lease with attractive financing at a high rental rate.

The client's strong-willed corporate tenant was negotiating for a 17% reduction in annual rent for only a 5 year lease term extension. The reduction threatened the client's cash flow and livelihood.

“

Matthews Retail Advisors listened to my needs and lent the knowledge, expertise, and superior negotiation tactics required to improve my investment position.

NEEDS:

- Renew a long-term lease to secure attractive financing
- Secure the highest rental rate possible
- Increase overall investment stability

SOLUTION:

- Matthews Retail Advisors™ negotiation tactics and expertise in the client's retail type

FEATURES:

- Access to one of the largest databases of market comparables
- Strong and tactful lease contract negotiation
- Expedited process by utilizing relationships with tenant corporation
- Using facts and research to strategize a plan and quell concerns

RESULTS:

- 29% increase in annual rent generated
- 40% increase in overall equity value
- Extended lease term from 5 years to 10 years

Client

The landlord of a single-tenant national tire retailer was in need of a contract negotiator who could secure a long-term lease with the highest rent possible and attractive terms to refinance the loan.

Situation

The property was a thirty year old building that was not originally a build-to-suit for the tenant. The site held strong demographics and traffic readings that largely contributed to the corporate tenant's success at the location. With the lease expiration quickly approaching in under one year, the tenant expressed interest in extending the lease in accordance with what they believed to be average lease terms for the market. Given the tenant's drastically undervalued terms, the client turned to Braden Crockett, auto retail tenant specialist at Matthews Retail Advisors™, negotiate the lease on their behalf.

Negotiation

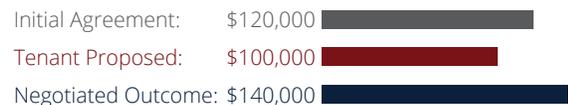
Understanding that tenants often carry out a lengthy negotiation period with the intent of stressing a landlord into accepting a below market rental rate, the advisor strategically enacted a surefire negotiation plan to quell the client's panicked concerns. The advisor leveraged long-standing relationships to engage in direct communication with the tenant corporation. He underwent lengthy discussions with top-management, and identified average lease terms and sales information through deep research of market comparable properties in the Matthews Retail Advisors proprietary database.

Redefining Expectations

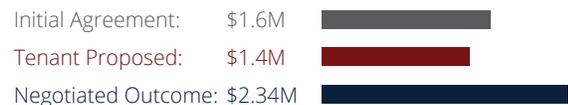
Through Retail Verticalization™, Matthews Retail Advisors specialty focused corporate structure, a truly outstanding tact for negotiation, and rights to one of the largest databases of market comparables in the industry, the advisor redefined the client's expectations. Research and understanding of the value of the client's property along with the estimated value of market comparables equipped the advisor with a strong platform for negotiation.

Ultimately, the client benefitted from an unexpected 40% increase in equity, a 29% increase in annual rent, and doubled their lease term length from 5 years to 10 years. Braden's performance addressed and quelled the client's concerns and improved and secured their investment position, thus allowing them to sustain their retirement lifestyle.

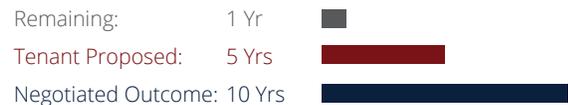
ANNUAL RENT



EQUITY VALUE



LEASE TERM



CONTACT US

(877) 594-7600
contact@matthews.com
www.matthews.com

About Matthews Retail Advisors

Matthews Retail Advisors specializes in retail brokerage services and 1031 Exchange for investment properties including shopping centers, NNN and portfolio disposition. Defined by a culture of passion and innovation, clients experience unrivalled execution and an unprecedented level of teamwork. The company provides real-time execution of 1031 Exchange through the 1031 Private Client Advantage™ – the Only 1031 Exchange Program in retail commercial brokerage. Matthews Retail Advisors is a business unit of Matthews Real Estate Investment Services, headed by Kyle Matthews, Chairman and CEO. The company is located in El Segundo, CA and serves clients throughout the United States and Canada. Learn more at www.matthews.com