



IREM Institute of Real Estate Management

COURSE LEARNING OBJECTIVES

Marketing and Leasing: Office Buildings (MKL406)

Lesson 1: Understanding Office Buildings

- List characteristics that affect the target market of an office building
- Identify a potential target market for an office building
- Differentiate between a gross and net lease
- Examine the financial impact of the lease on property value and market position
- Calculate the loss of revenue when incorrect space measurement techniques are used

Lesson 2: Assessing the Market

- Identify the components of a market analysis and their purpose
- Perform a market analysis, including analysis of regional, neighborhood, and economic factors
- Identify elements that may be important to the property analysis
- Conduct a comparison grid analysis to establish average market rent

Lesson 3: Developing Marketing Plans

- Determine strategies to most effectively market space
- Identify the key elements of a marketing plan and their purpose
- Identify pros and cons of a marketing sample, considering best practices in using these tools to market a property
- Assess the effectiveness of a marketing plan and formulate key messages to share with the owner

Lesson 4: Developing Leasing Plans

- Identify the key elements of a leasing plan and their purpose
- Determine the best tenant mix and placement to achieve synergy
- Explain the impact of space planning on the office building lease
- Analyze the components of prospect qualification

Lesson 5: Formulating the Lease

- Clarify the meaning of major lease provisions
- Negotiate lease terms to arrive at agreed upon lease terms for the owner and tenant
- Assess office building lease terms to determine the best financial value

Lesson 6: Retaining Tenants

- Explain how economic conditions impact leasing decisions and retention strategies
- Devise techniques for increasing tenant retention
- Generate a plan for investigating and resolving tenant complaints
- Evaluate options before lease expiration

Ready to register for this course? Visit www.irem.org and click "Course Schedules" to see the offerings in your area.

IREM
National Headquarters
430 N. Michigan Ave.
Chicago, IL 60611-4090

Telephone (800) 837-0706
Fax (800) 338-4736