MAKE SURE THE PIECES FIT
BEFORE YOU SIGN THAT LEASE

You’ve found a location and you’re ready to sign a lease. Can you answer these questions satisfactorily?

1. Does this site serve your target market?
   - Identify your target market
   - Understand your trade area
   - Use demographic reports
   - Look for trends

2. Does this specific location offer you
   - Visibility from the road
   - Easy access for pedestrians and vehicles
   - Adequate parking
   - Signage opportunity on building and/or pylon
   - Delivery access

3. Are the neighboring businesses compatible?
   - Provide appropriate tenant mix
   - Have similar price points
   - Are strong anchors
   - National and/or local tenants
   - Investigate frequent turnovers

4. Are you sure you know your space needs?
   - Current and future
   - Backroom/storage area
   - Sales area / Office area
   - Restrooms
   - ADA issues
5. What is the condition of this space?
   • New or existing
   • Taken “as is” or with landlord provided improvements
   • Tenant improvement costs
   • Meets all code requirements

6. Check out the property owner’s references.
   • Talk to other tenants
   • Review owner’s management policies
   • Check property management track record
   • Ask why previous tenants have left

7. What is the total rent and is it fair for the market?
   • Base rent plus escalators
   • Percentage rent
   • Triple net charges (taxes, insurance, common area costs)
   • Merchant Association fees
   • Other assessments

8. Investigate other related operating costs for this site.
   • Estimated utility costs
   • Trash removal charges
   • Mechanical/maintenance charges

9. What about the term of the lease?
   • Appropriate original term for your situation
   • Option to renew terms
   • Termination opportunity
   • Sub-leasing approval

10. Will your business “use” clause allow for:
    • Adequate description of what you do today
    • The addition of future products
    • Exclusivity of business type

11. Do you have a good attorney to review your lease?
    • Who knows your goals
    • Who understands your business
    • Practices real estate law