

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



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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

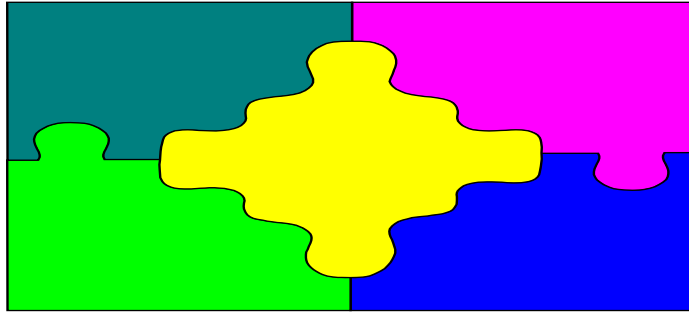
11. Do you have a good attorney to review your lease?
 - Who knows your goals
 - Who understands your business
 - Practices real estate law



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