

# 2012 SIOR Fall World Conference

## The Art of Tenant Representation



# Presented By

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A night-time photograph of the Chicago skyline, featuring numerous illuminated skyscrapers and buildings reflected in the water in the foreground. The word "Overview" is overlaid in white text at the top center.

# Overview

1. **Standing Out and Winning the Business (Present)**
2. **Cutting Edge Strategies that Yield Outstanding Results (Innovate)**
3. **Avoiding Pit Falls - Protecting Your Client and Your Commission (Strategize)**



# Standing Out From The Pack & Winning the Business

- Define Your Target Client(s) and Stick to it!
- Establish Your Brand (From Clients Perspective)
  - Preparation and Research are Key
- Effectively Penetrating the Prospect Company

# Yield Outstanding Results Using Cutting Edge Strategies

- Using SIOR Effectively
- Strategic Pre-Screening of Buildings & Landlords
- Leak “the Right info” to the Marketplace
- Running the Tour
- Creating Negotiating Leverage (Even When There Appears to be None)
- Memorializing Your Results & achievements for the Client





# Avoiding Pit Falls with Problematic Landlords/Fee Protection

- Dealing with Distressed Properties
  - Educating the Client / Buy In
  - Broker Relationship (SIOR)

