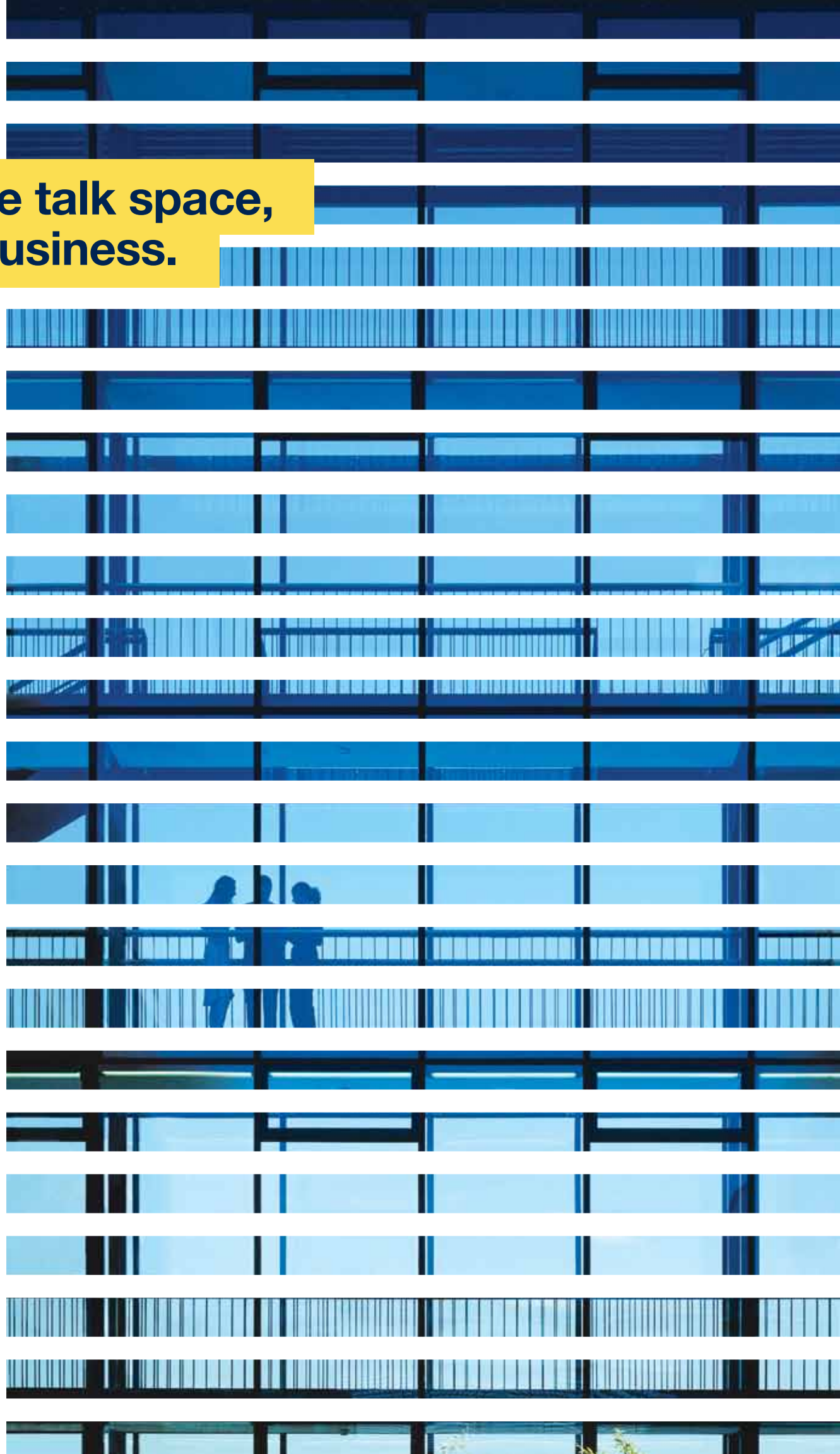
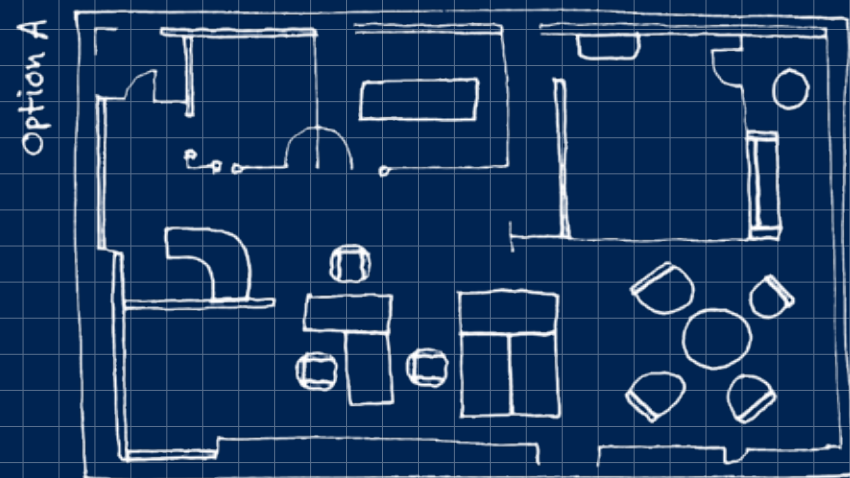
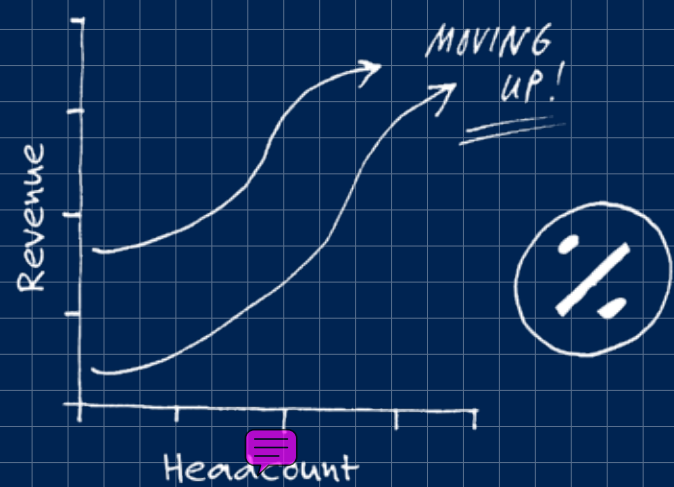


**Before we talk space,
we talk business.**

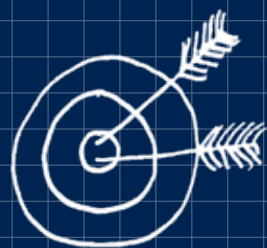
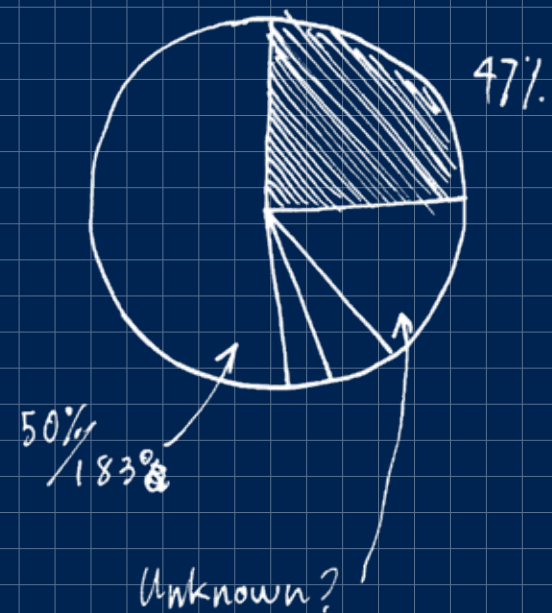


The Tenant's Advantage

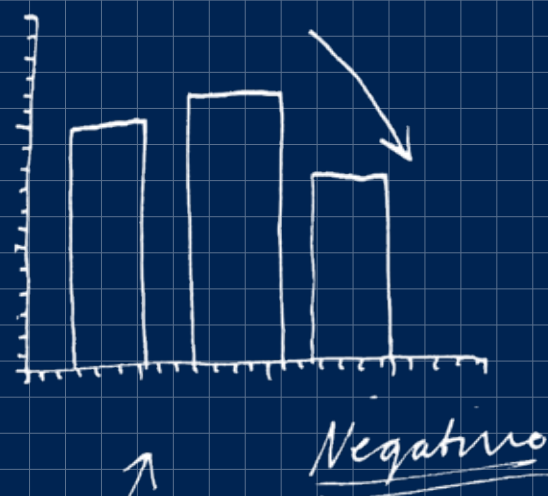
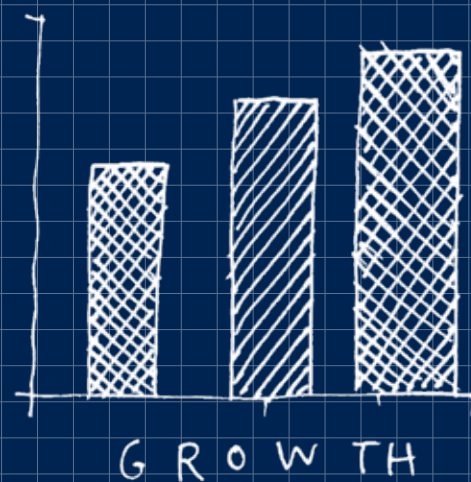




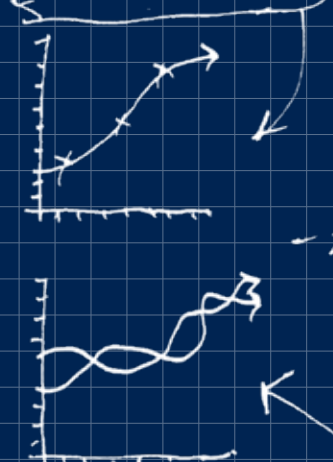
PROFIT



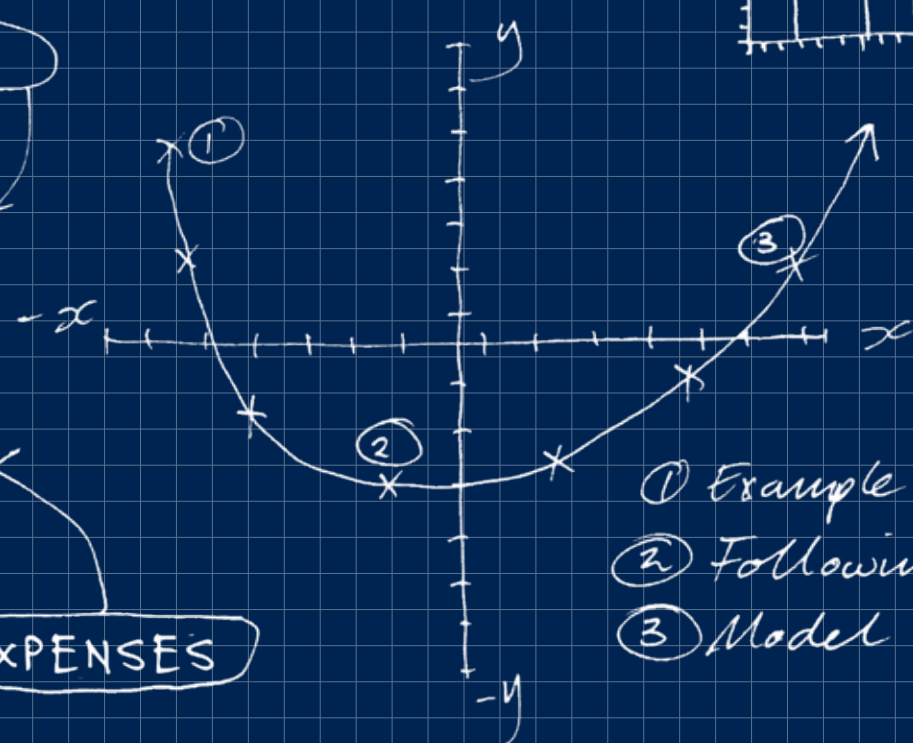
	Yr.1	Yr.2	Yr.3
A	X	X	X
B	X	X	X
C	X	X	X
D	X	X	X
E	X	X	X



INCOMES



EXPENSES



- ① Example A seems good
- ② Following our model
- ③ Model for expansion

Thinking strategically.
Acting objectively.

Before there's a transaction, there's a strategy driving it. At Cresa we begin by understanding your business issues so we can help you define your real estate needs and provide a fully integrated approach to meeting them. We advise commercial tenants exclusively—no landlords, no developers—so we can be completely objective and **conflict free**. By concentrating single-mindedly on tenant issues, we gain both the perspective and the experience to level the playing field in landlord-tenant relations. This unique focus leads directly to solutions that reduce costs, improve operations, and enhance the performance of your workforce.

Our integrated approach ensures intelligent decisions.

Cresa tenant advisors work in integrated teams, drawing on their experiences in a wide range of industries. Our three core services—Strategic Services, Transaction Management, and Project Management—all tap into best-in-class ideas we've adopted to help ensure successful outcomes. Our team of experienced professionals will work with you to deliver the full spectrum of services—from strategy to transaction to project implementation—in a disciplined, tenant-focused manner.

Concept

Occupancy

Transaction Management

Market Study Tours | Feasibility Planning | Financial Analysis | Contract Execution
Landlord RFPs | Negotiations

Strategic Services

Needs Assessment | Schedule | Amenities | Budget/Incentives
Programming | Demographics | Location | Image

Project Management

Budget | Plans | Designers | Vendors | Coordinate Installs
Schedule | Permits | Contractors | Voice/Data | Relocation Management





Integrated, Tenant- Focused Services

Our expert advisors can address any tenant need, at any point in the real estate life cycle. We zero in on your strategic objectives, and then set out to meet them using techniques and methodologies we've developed and refined through deep experience in a wide range of industries. Our services are completely integrated and tailored to your requirements, so at every step in the process you can be sure that the right people are managing your space decisions.

Transaction Management

Whether you are expanding, consolidating, relocating, or staying put, you need someone with the expertise to guide you through the complexities that accompany any transaction. Cresa can take charge of everything, from the initial needs assessment through the final closeout and beyond. We provide the comprehensive data and the objective, conflict-free counsel you need to manage the selection process and weigh the dozens of variables against the particular requirements of your business strategy.

Project Management

Cresa firmly believes that meticulous project management is the key to any real estate endeavor. Whether you're fitting out new space, renovating your existing space, or building from the ground up, we'll handle all facets of the project. We'll oversee the planning and design. We'll communicate the goals to everyone involved. We'll assemble the project team, manage the budget, and direct the entire construction process, leaving you and your staff free to concentrate on your core business.

Strategic Services

Effective real estate strategies demand a complete understanding of a company's underlying business imperatives. Our Strategic Services experts use scenario-based methodologies to align real estate facilities with operational objectives. Our methodologies allow us to gather and analyze all pertinent knowledge of your business, its operations, and its workplace environment. From this knowledge come the insights we use to develop comprehensive solutions that meet today's needs while anticipating tomorrow's.

Corporate Solutions

Commercial real estate is a complex undertaking with many moving parts. This is especially true for companies with a large portfolio of owned and/or leased facilities. We have deep experience with every type of corporate real estate, and we are unusually adept at the comprehensive administration of multiple properties in disparate locations. Through a single point of contact, we provide a customized approach, integrating all the services you require to support your business activities.

Site Selection

Every business must balance the needs of its workforce against the attributes of any prospective location. To this end, Cresa conducts an extensive investigation, both of your requirements and of the best potential communities. By applying over 15 years of field experience and proprietary analytics and researching the **many** variables—saturation, recruitment, retention, competition, quality, cost of labor, local infrastructure, incentives, and the tax climate—we compile a short list of optimal locations. And then we help you weigh and compare all the qualitative and quantitative factors of each, paving the way for your final decision.

Lease Administration

The successful administration of a lease portfolio is directly dependent on the quality and timeliness of information. We can help you capture and maintain the right information to manage the day-to-day details—the action triggers, lease renewal dates, and enforcement issues—across your whole portfolio. The information also allows us to focus on the big picture, so we can work with you to develop an overall portfolio strategy, to implement organizational changes, and to take advantage of new opportunities as they arise.

Facilities Management

Is your real estate—owned or leased—supporting your business plans? Is it cost-effectively managed, are services dependable and predictable, are operating and capital budgets in place, is space properly utilized, is technical expertise on hand, and are you receiving relevant information for tactical and strategic decision making? We can help you answer these questions, provide direction and plans for filling in any of the gaps, and even operate your facilities to maximize their value in supporting your core business.

Relocation Management

Moving to a new location can be stressful for your entire organization. To ensure a seamless transition, our relocation management professionals work closely with your in-house team, planning every detail. We help each of your departments set up committees and establish priorities. We select the necessary vendors and coordinate their responsibilities and timing. And when the big day comes, we manage everything at both the origin and the destination, troubleshooting any problems that arise. We're good at this—we've done it countless times. We know how to make a relocation go as smoothly as possible with minimum downtime and productivity loss.

Capital Markets

Corporate real estate is a powerful asset. With the right guidance, it can be deftly leveraged to move your business forward—complementing your strategy, improving your financial picture, and increasing **company** value. We can help you navigate the myriad complexities of accounting, tax, and corporate finance as they pertain to real estate. With our financial experts on your side, you can control your costs, maximize asset value, and unlock the hidden potential of your entire real estate portfolio.

Mission Critical Solutions

Our Mission Critical Solutions team represents occupiers of data centers, telecom, network operations centers, and other **mission critical** facilities—where the need for maximum uptime is critical to the company's business. We address your **mission critical** requirements in a strategic, consultative, and systematic way, evaluating the relevant infrastructure and variables across the country. Our in-depth understanding of power, fiber optics, and cooling resources will help you evaluate and acquire the right property for your **mission critical** facilities.

Serving tenants anywhere in the world.

When we say we represent tenants exclusively, we're not just talking about clients in North America. We have the world's largest tenant-only platform, which means **your account team** can take full responsibility for all your real estate needs, wherever they might be.

We can help you acquire space, build it out, and manage relocations in countries where the business practices may be totally unfamiliar to you. We understand the local languages, currencies, and cultural norms—and we can perform any transaction in any market.

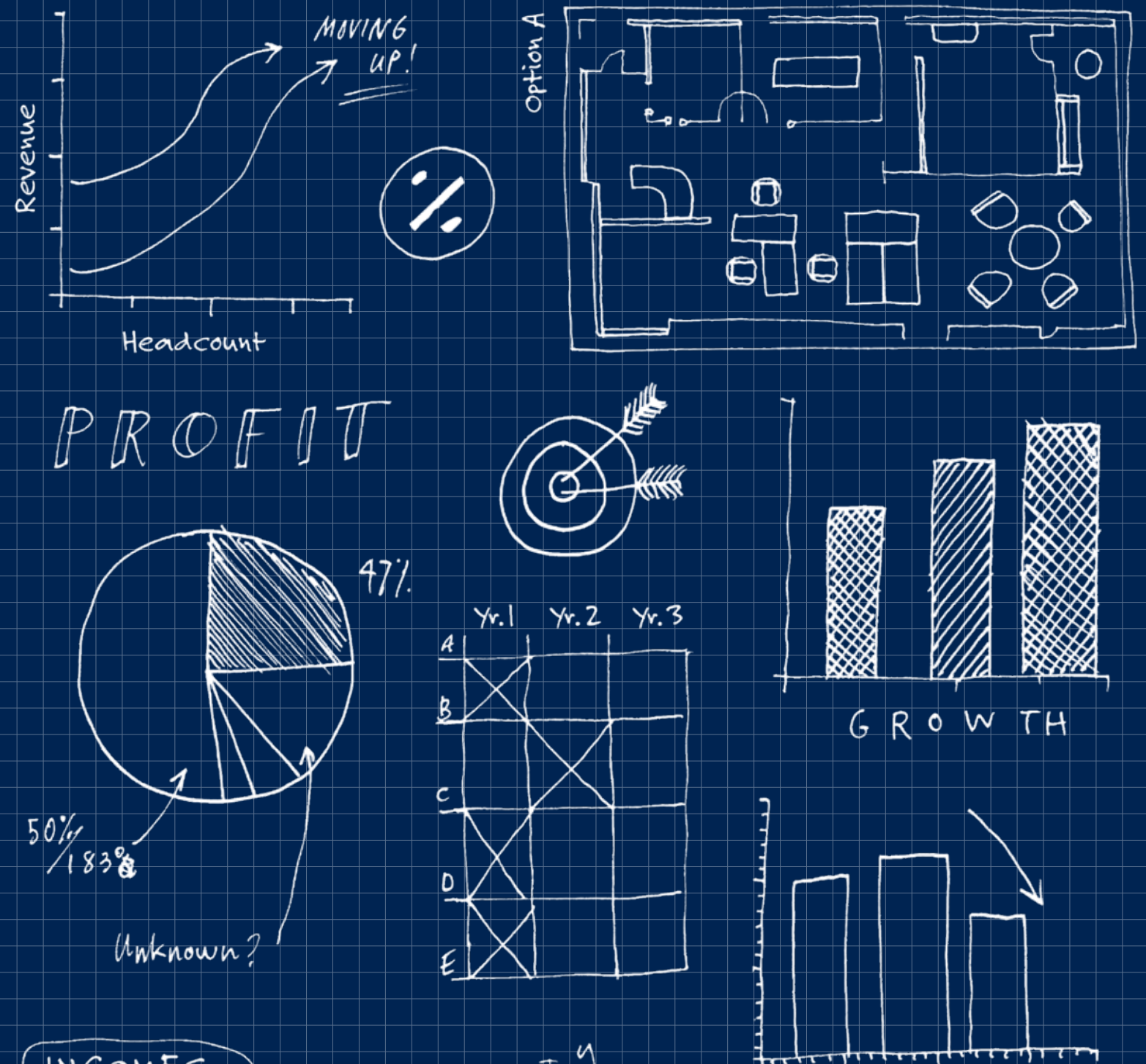
Representing tenants with diverse needs.

- Office
- Industrial
- Retail
- R&D
- Data Center
- Medical
- Land



We think of real estate as a business tool.

The right space can serve to enhance your organization's image, attract top talent, and make a significant impact on your bottom line. We focus not just on the transaction but on the business needs behind it. We're completely objective. We represent tenants exclusively, so our interests are aligned with yours, free of any conflicts. Together, we'll figure out how much space you need, where it should be, and what sort of property works for you—it may even be the space you currently occupy. Then, once we've mutually arrived at the best real estate strategy for your business, we'll be right at your side helping you implement it.



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