



# **Commercial Real Estate Group** of Tucson LLC

## **Our Difference Is Your Advantage**

Exclusively  
Representing  
Corporate  
Tenants  
And Buyers



# **PATH TO SUCCESS**



# Commercial Real Estate Group of Tucson LLC

## **Company History and Mission Statement**

To provide clients with the most complete, unbiased real estate information and the most effective and efficient systems in business real estate, combining international reach with local expertise to obtain the best possible space at the best possible terms.

Office 520 299 3400

Michael Coretz: michael@cretucson.com

Tim DeNiro: tim@cretucson.com

# TABLE OF CONTENTS



<b>EXECUTIVE SUMMARY: REAL ESTATE INVESTMENTS AT THE BEST PRICE</b>	3
<b>THE ISSUES YOUR COMPANY FACES</b>	3
Profitability	3
Responding to Change	4
Realizing Your Maximum Return on Investment	4
The Unknown Costs of Leasing	4
<b>THE OUTCOMES YOUR COMPANY EXPECTS</b>	4
Meeting Your Quality Expectations	4
Reducing Your Risk	5
Exceeding Your Expectations: Value-added Investments	5
<b>HOW CREG WILL ADDRESS YOUR NEEDS</b>	5
Dealing with Your Competition	5
Building Your Positive Image	5
Negotiating for Your Best Interests	6
Contracting for Expertise: Client Representation	6
The Representation Process	7-8
Managing the Investment Process	9-10
<b>CREG AS YOUR IDEAL CHOICE</b>	11
Experience Counts	11
The Latest Technology Tools	12
Uniquely Qualified Project Teams	13
Industry Leadership	14
Flexibility	14
Providing Total Solutions	14
360° Perspective	15
Proven Track Record	15
International Tenant Representative Alliance	16-18
<b>THE CREG TEAM FOR YOU</b>	19
A Company You Can Trust	19
The Team Leader Who Will Work With You	20-21
<b>EXHIBITS</b>	



# Executive Summary

## FINDING REAL ESTATE INVESTMENTS AT THE BEST PRICE

You need a real estate broker to represent your concerns in finding real estate investments at the best price obtainable in the current market.

### THE ISSUES YOUR COMPANY FACES

Like most investors, your company feels growing pressure to cut costs and obtain the best price in today's competitive market. You understand that failure to capitalize on the competitive edge that technology offers will hurt your ability to serve customers. This, in the long run, would hurt your bottom line.

#### **Profitability**

Your company needs to be certain its real estate investments maximize its profit potential. Competing in today's increasingly tight market has challenged you to reduce expenses and maintain positive profit margins.

Your company needs to monitor its investments more closely to determine areas where improvements are needed. Many factors are out of your control, including erratic government regulations, insurance mandates, and legal restrictions. However, there are many other areas you can control, thus maximizing profit to maintain and dramatically increase your financial well-being.



Profitability

# RESPONSIVENESS

## Responding to Change

Your company needs a proactive strategy to discover and address changes. Failure to do so will negatively impact the bottom line of your investments.

### **Realizing Your *Maximum* Return on Investments**

How much do you get back for every dollar you spend? Which opportunities are returning the highest and best results? To ensure profitability, you need to measure the return on making each real estate investment.

Without proper assessments, you will be unable to determine which critical data to identify, and which criteria will cause the greatest success. In order to stay competitive, your company must realize the highest return on its investment.

Budgets are always tight and they seem to get tighter each year. You need to identify and structure each transaction to gain the best value for your money. Your company knows value goes beyond the simple price and includes unpredictable market trends such as location, quality of property, and lease terms. Failure to capitalize on these variables will cause a smaller return on investment.

### **The Unknown Costs of Leasing**

Today's real estate environment demands that you not only maintain but increase profitability with fewer resources.

Unknown to many investors, the total cost of leasing is often the most significant cost component of real estate investments. Your company needs tools to reduce expenses and maximize income in order to expand the profit of each investment.

You know that evaluating real estate investments is complicated; the intricacies and differences between all of the options are often unclear. Your company requires an outside, objective resource to target, evaluate, and compare the myriad of investment options.

## THE OUTCOMES YOUR COMPANY EXPECTS

Your company needs to invest in real estate at the best price obtainable in the current market. Hiring a real estate broker to achieve your ideal real estate investments is an important step. Deciding if this proposal will be a smart use of your time and resources is the first, and most vital, step in maximizing your investments.

### **Meeting Your Quality Expectations**

Your company expects their real estate broker to demonstrate a shrewd understanding of the appropriate principles and practices. You want client-focused guidance through the sales process. You desire a broker exhibiting the skills and time-proven methods producing an increased bottom line.



### **Reducing Your Risk**

Your company wishes to expertly address its business and technical challenges in order to lower its overall risk exposure. Preserving your capital and keeping earnings as high as possible through a true 360-degree view of the current market will give you the results needed to survive, and thrive, in today's economy.

Your company wants an objective team of professional real estate consultants to identify and capitalize on your strengths. You expect your broker to use a system of proven techniques to assist in increasing profits.

You will achieve these results by hiring a broker with technical expertise and market savvy. Your company needs the confidence that its investments will stand apart from its competitors.

### **Exceeding Your Expectations: Value-added Investments**

You will benefit from efficient processes which serve you promptly and effectively, increasing your satisfaction. Your company wishes to build a strong relationship with its real estate broker through superior analytical systems, strategies and service.

Your company wants to increase value in every phase of the real estate investment process. Your company needs the assurance that its broker will continually develop strategies that contribute greatly to your financial success, setting it apart from the competition.

## **HOW CREG WILL ADDRESS YOUR NEEDS**

*CREG* recommends the following solutions that our time-tested system has proven will help you achieve your goals.

### **Dealing with Your Competition**

Distinguishing your company from the competition is key to your growth and stability. In a marketplace where the differentiation of services is blurred, the superior client communication and client service *CREG* offers will be a deciding factor.

### **Building Your Positive Image**

Building a positive image through strategic marketing and association with value is crucial. *CREG* will help position your company in line with the property owner's eagerness to lease to a desirable tenant.



QUALITY



### **Negotiating for Your Best Interests**

Multiple decision-makers and complex issues mean that today's leasing cycles are longer than before. *CREG* will sell more efficiently and close deals faster to shorten the time between initial contact and agreement.

Few skills are as challenging, or as critical, in today's marketplace as negotiation. *CREG* demonstrates a proven negotiating style and negotiating plans that will always encompass your best interests.

### **Contracting for Expertise: Client Representation**

It is far too risky to try something new; what if you make the wrong choices? Your decisions could cause you to lose money, time, or confidence. *CREG* will reduce your risk of failure and assure success.



Conflicts need not escalate into serious problems. When handled promptly and resolved with skill, conflicts lead to creative solutions and enhanced teamwork. Years of experience, training and know-how have prepared *CREG* to negotiate differences, avoid win-lose outcomes, and gain acceptance of difficult or unpopular decisions. You will see the results in improved net dollars.

Client Representation has become a powerful aspect of the real estate industry. Unlike representing a landlord through a Listing Agreement, a broker will represent the investor through an Exclusive Representation Agreement. Retaining *CREG* in this capacity gives your company all the benefits of our expertise, plus the security of knowing that your real estate needs will be satisfied professionally and confidentially.

Client Representation puts you in the driver's seat - you have the balance of power. Only a reputable Commercial Broker can offer you the expertise necessary to make your real estate investments a success.

*CREG* does all the work: search the market for suitable properties, analyze your options, make formal presentations, filter out needless hassles, and complete the optimum transaction, with the optimum speed.

## The Representation Process

### Understanding Your Needs

The first step of *CREG's* representation process is to have a clear understanding of your needs. Knowing your company's present, near future and long term goals enables us to tailor a strategy that ensures your needs will be fully satisfied. These steps include:

1. Discuss our approach and recommendations with your management staff including: strategy, required information, and steps to be taken, and the importance of confidentiality.
2. Understand your organizational goals:
  - Size of company
  - Business plan for future growth & space requirements
  - Geographical location of current operations, facilities, etc.
  - Financial structure preferred for new occupancy contracts
  - Company's decision-makers and decision-making process
  - Developer/Landlord relationship, if any

### Define Alternatives and Objectives

- Preferred geographic location
- Total area required
- Lease vs. Buy
- Occupancy Date
- Target financial terms

### Establish Terms of Representation

- Protecting client/developer relationships
- Maintaining confidentiality
- Selling the organization as an attractive leaser
- Developing a strong negotiating position
- Reporting procedures





### **Market Analysis**

The next step in the representation process is to perform an in-depth analysis of the current real estate market. This process includes:

- Review of target geographic market for alternative premises
- Identification of properties available
- Locate posted market rates and terms/asking prices
- Comparison with recently completed leases
- Evaluation of suitability to listed objectives
- Discussion of potential terms with landlord
- Preparation of complete market report
- Review of market study with your team
- Assessment of market conditions
- Review of alternatives and goals
- Preparation of "short list" of suitable properties

### **Evaluation of the Best Alternatives**

A detailed evaluation of the short-listed properties is then conducted.

- On-site physical inspection of properties
- Ascertain benefits, attributes and faults
- Analyze building owner's ability to complete the transaction
- Identify best alternatives

### **Request for Proposals, Financial Analysis**

Based upon your needs analysis, proposals are then tendered to the best short-listed optional properties. A detailed financial analysis is performed on each proposal:

- Preliminary financial structure
- Document of all occupancy costs
- Tax Comparison Analysis: real estate and business tax exposure
- Lease Analysis: compare properties for savings/costs/benefits
- Lease vs. Purchase Analysis

### **Negotiating the Optimum Agreement**

Once the best alternative has been identified, we then negotiate the best deal on your behalf:

- Negotiate short-list choices to optimize agreement
- Maintain confidentiality
- Evaluate and devise alternative transaction structures
- Stimulate market competition
- Conclude negotiation for best alternative
- Prepare all offer forms and necessary documentation
- Present the offers for acceptance and acknowledgement
- Establish liaison with government, legal, and other authorities as relevant



### Coordinate Occupancy

As an added benefit to our clients, we assist in coordinating the design, construction and moving arrangements of the new premises.

### Managing the Investment Process

CREG demonstrates advice-giving selling skills, never hard-sell, high-pressure tactics. Our selling skills include the ability to uncover strategic business information about your needs, and then work closely with you to develop appropriate and effective solutions.

CREG has designed and refined a system enabling us to sell "smarter and higher" within the various investor organizations. With the open exchange of information, CREG has for many years fostered trust and strong partnerships. We provide credibility and professionalism.

Given today's intensely competitive business climate, CREG must always display a mastery of critical selling skills. These skills ensure that in each lease plan with you, CREG continues to build a mutually beneficial relationship.

Because of the complexity of both the market opportunities you face and the opportunity you offer, your company has no doubt found that a successful selling effort involves a team of people, with different skill sets, from several functions within the organization. Team-selling is proven to be very effective.



PROFESSI  
ONALISM

RELAT  
ION  
SHIPS

RELI  
ABLE

SOLUT  
IONS

CREDIBILITY

# ADAPTABLE



*CREG* stands out in today's market because we are able to uncover and solve problems. Your company does not want to be "sold" something; you want help solving important business problems and challenges. These challenges provide opportunities. The internet can have a favorable impact on your company's ability to expand its current market. With our exclusive virtual real estate transaction center we make it possible for you to communicate with the multitude of other professionals involved online. Every principal gets a password and everyone is always on the same page; no guessing, less problems. It also provides everyone with a completed copy of the entire transaction eliminating any confusion as to who did what, and when.



- Get web updates on the status of your transactions
- Deliver and receive better service using web technology
- Make common documents, disclosures, and information available online, 24/7
- Fax or email documents to planners, lawyers, accountants, etc.
- Receive reports and documents by fax into your website for viewing, printing or archiving
- Maintain and update your task and closing schedule
- Oversee your transaction with sophisticated reporting capability

Effective investment and implementation of today's rapidly changing sales technology has enabled *CREG* to increase your value and outdistance the competition. We can clearly communicate the benefits of your lease proposal to the property owner.

**THE BOTTOM LINE ... CLIENT REPRESENTATION SAVES YOUR MONEY, AND TIME!**



# CREG as Your Ideal Choice

UNIQUE VALUE FOR YOUR COMPANY

Your company needs a solid relationship with a real estate investor to succeed. *CREG* understands your industry, your business, and the pressures on your bottom line. Partnering with *CREG* will provide assurance. Implementing the strategies *CREG* develops with you will deliver the results expected. *CREG* is the only broker you can partner with who will provide the unique and exclusive services needed for your continued success.

ASSURANCE

## Experience Counts

Experience does not cost, it pays. *CREG* provides you a great deal of real estate knowledge and experience. We work with all types and sizes of investor needs. We are specialists, and understand the finer points of real estate transactions. We understand your company's unique needs.

Partnering with *CREG*, your company will access the most effective strategies and technology, enhancing each area of your real estate investments. From the beginning of our partnership, we will work hard for you in developing a strategic plan to address ways in which our services can substantially increase the return on your investments.

IDEAL CHOICE



### The Latest Technology Tools

*CREG* utilizes the latest, most sophisticated technology available with one goal in mind: to serve you better. We will save your company money while maximizing effectiveness and efficiency. By taking advantage of state of the art technology, we have become a market leader in providing superior commercial real estate services. We utilize the following innovative tools:

- An exhaustive library of the most current Commercial Real Estate Documents
- The most comprehensive Computer Real Estate Analysis Programs available on the market today, connected to multiple information subscriptions that provide you a clear and logical snapshot of the market with an unmatched 360-degree view
- Powerful Multimedia Software for extraordinary Marketing and Proposal Presentations

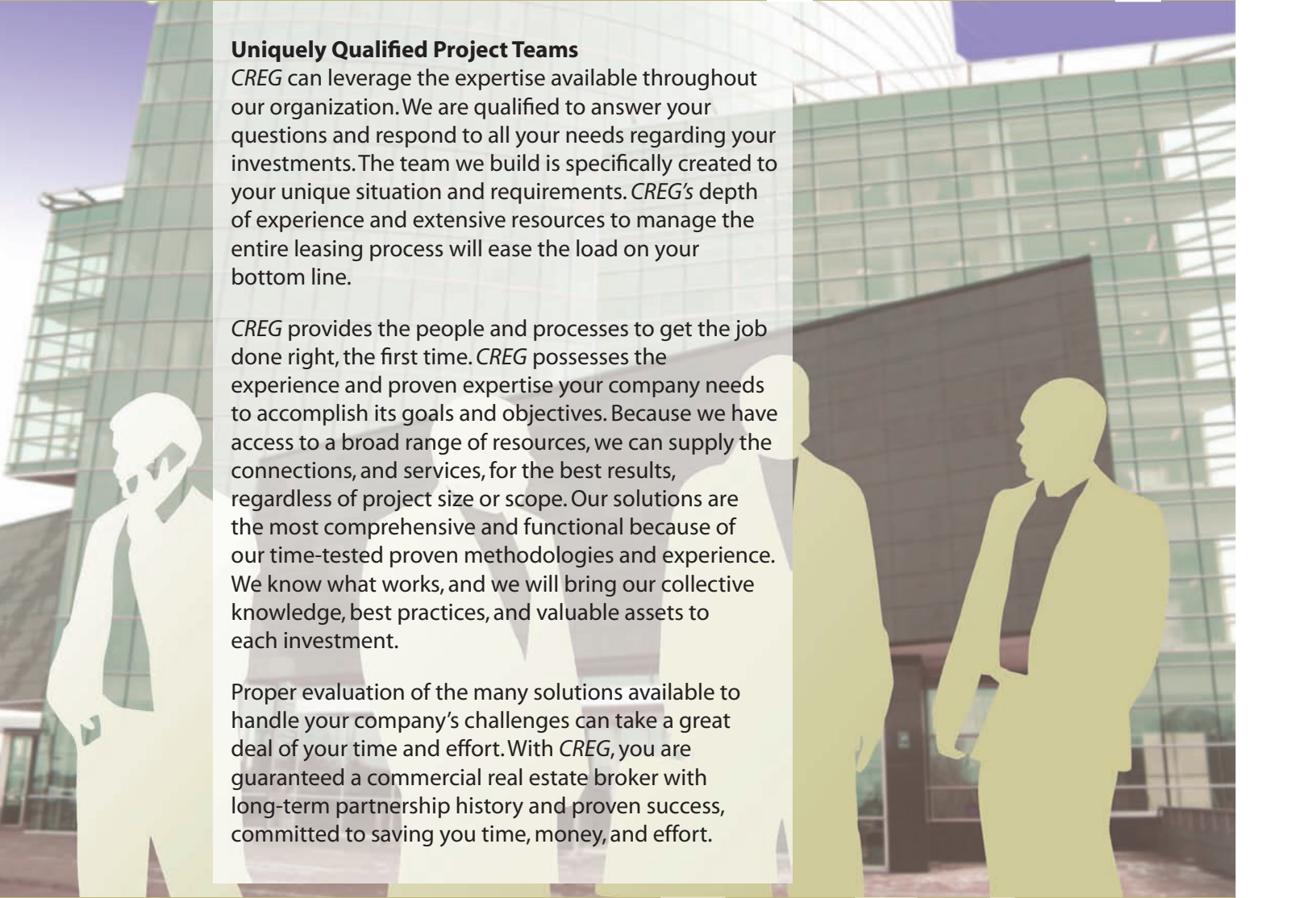
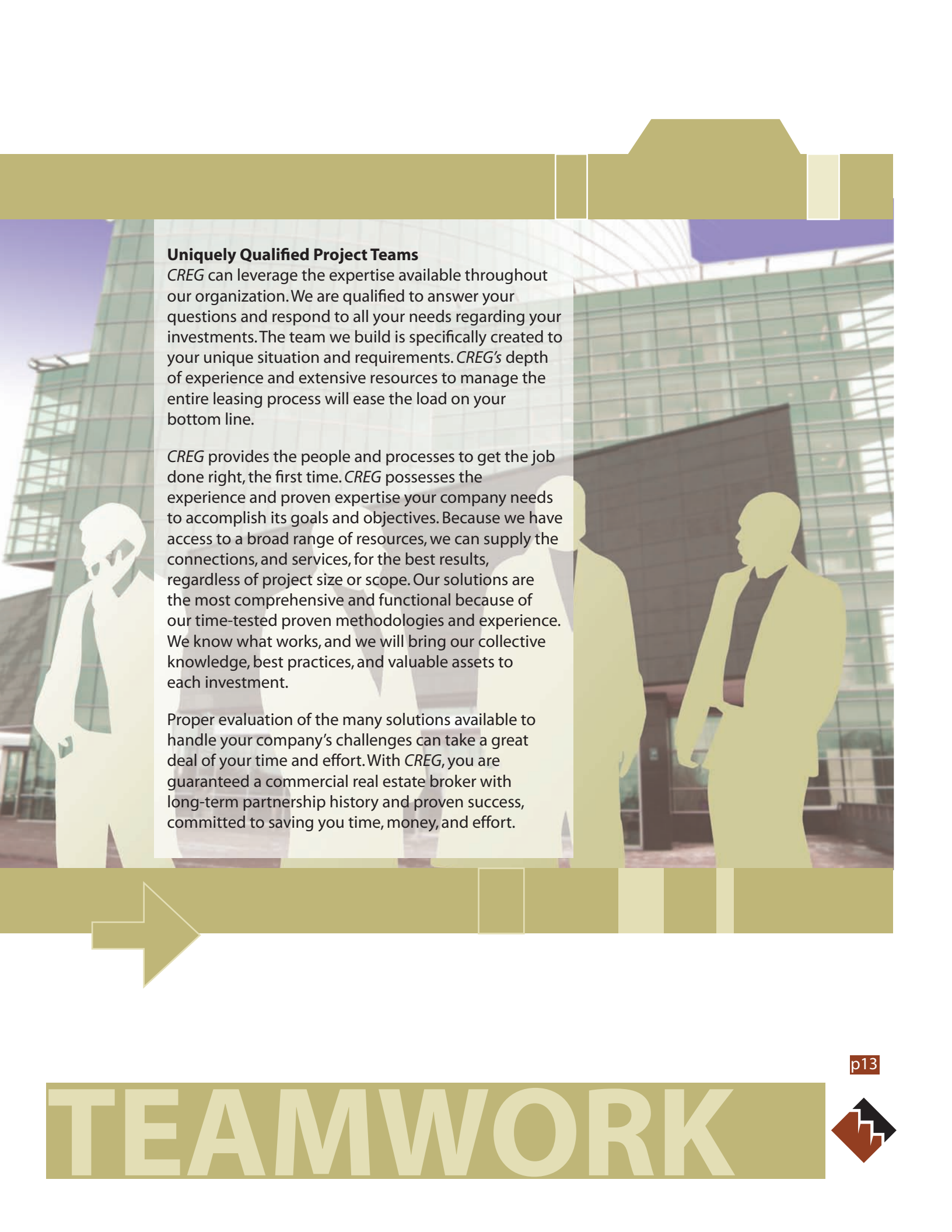


Although many factors contribute to the success of a real estate deal, the vast majority of transactions are made or broken over financial matters. *CREG* structures the financial aspects of each deal to the benefit of all parties: the win-win scenario. *CREG* tilts it in your favor, without appearing to do so at the owner's expense. *CREG* has the analytical understanding of all financial factors that affect each deal. Our host of state-of-the-art computer programs will show you the various financial implications and benefits of each proposed transaction. These exclusive commercial real estate analysis programs include:

- LEASE ANALYSIS
- INVESTMENT ANALYSIS
- TAX COMPARISON ANALYSIS
- NET EFFECTIVE RENT ANALYSIS
- LEASE VS. PURCHASE ANALYSIS
- LOAN/MORTGAGE



EFFICIENCY



### **Uniquely Qualified Project Teams**

*CREG* can leverage the expertise available throughout our organization. We are qualified to answer your questions and respond to all your needs regarding your investments. The team we build is specifically created to your unique situation and requirements. *CREG's* depth of experience and extensive resources to manage the entire leasing process will ease the load on your bottom line.

*CREG* provides the people and processes to get the job done right, the first time. *CREG* possesses the experience and proven expertise your company needs to accomplish its goals and objectives. Because we have access to a broad range of resources, we can supply the connections, and services, for the best results, regardless of project size or scope. Our solutions are the most comprehensive and functional because of our time-tested proven methodologies and experience. We know what works, and we will bring our collective knowledge, best practices, and valuable assets to each investment.

Proper evaluation of the many solutions available to handle your company's challenges can take a great deal of your time and effort. With *CREG*, you are guaranteed a commercial real estate broker with long-term partnership history and proven success, committed to saving you time, money, and effort.





### **Industry Leadership**

*CREG* knows the real estate industry, and we are dedicated to serving your company's unique needs through our customized solutions. Our experts are experienced in your market and have acquired a broad perspective on the best-in industry practices. *CREG* is established as an industry leader in supplying our clients with the solutions they desire.

### **Flexibility**

*CREG* offers real estate financial and cost comparison analysis services that will empower you with options that other companies simply cannot provide.

You can take advantage of these financial options which are strategically designed for flexibility as your investment situation fluctuates. Because we are well-positioned and have the flexibility to accommodate your company's dynamic needs, you can benefit from our economies of scale. By choosing *CREG* to represent your best interests, you will gain superior cost-effectiveness and superior profitability.

Because of *CREG's* adaptability and localized presence, each investment, regardless of size or scope, will benefit from our resources.

### **Providing Total Solutions**

*CREG* knows your company needs a total solution rather than isolated services. Many companies claim to offer a total solution, while *CREG* actually delivers proven, top-quality, comprehensive real estate services. *CREG* also provides up-to-the-minute information, and the industry expertise your company needs.

We are looking forward to providing solutions for your long-term success, not just a quick fix for a single project. We believe in partnering which supports you throughout your entire investment life cycle. We structure and adjust our services and performance obligations to the dynamics of your specific life cycle, not to the pre-formatted approach of many of our competitors. *CREG* will reduce your costs over the span of your investment life cycle, creating the cost savings you need to compete in this competitive, but lucrative, environment.

*CREG* leverages the capabilities and experience we have acquired through years of implementing successful solutions for our clients. Using a dedicated team for each project, we provide customized solutions. Our strength lies in our ability to effectively match these solutions to each of our client's requirements.

*CREG* will deliver meaningful, valuable, and focused service to your company.



LEADERSHIP



### **360° Perspective**

You know perspective can be everything in business. Gaining distance and objectivity is crucial to overcoming your challenges and reaching your goals. *CREG* will always promptly tell you the truth, a critical component to managing your stumbling blocks. We efficiently, thoroughly, and cost-effectively analyze your business needs and desires from all angles. Think of *CREG* as your reality check. *CREG* will help your company define real problems, make real recommendations, and implement a full range of viable solutions through comprehensive detailed action plans.

### **Proven Track Record**

*CREG* is committed to providing premiere services to your company. Recognized specialists in our field, we consistently demonstrate our expertise by providing top-notch service. *CREG* has the depth of resources, expertise, and skill to position ourselves, and your investments, above the competition.

PERSPECTIVE



INTERNATIONAL TENANT REPRESENTATIVE ALLIANCE

CREG serves as the Tucson, Arizona affiliate for ITRA Realty Group, formerly known as the International Tenant Representative Alliance, which is the largest organization devoted to exclusive tenant/buyer representation. With its service across North America, Latin America, Europe and the Pacific Rim, ITRA is active in more than 50 U.S. and overseas markets, providing our clients with principal-level representation in all aspects of their multi-regional real estate needs, including leasing, acquisitions, dispositions, consulting, finance and lease administration.

“To provide clients with the most complete, unbiased real estate information and the most effective and efficient systems in business real estate, combining international reach with local expertise to obtain the best possible space at the best possible terms.”

Traditionally the role of the commercial brokerage firm has been to represent property, bring tenants or buyers to the table and negotiate a transaction in the best interest of the owner. Most brokers negotiate from both sides of the table, claiming to objectively represent an owner and a tenant or buyer in the same transaction. The pressure of retaining major listing arrangements for local and national accounts often influences the outcome of transactions within a firm.

**ITRA Realty Group** does not believe it is possible to negotiate from both sides of the table. Because ITRA Realty Group’s clients are corporate tenants and buyers, we work on our client’s behalf as partners, without conflict of interest and with total objectivity.

**TEAMWORK, EXPERTISE, TALENT, VALUE**

Traditional agents often want to keep control of a client and commissions to themselves when assessing an assignment and their course of action. Bringing in outside expertise within an office or in another market may jeopardize an agent’s control of a client and will definitely cost them money. This agency-focused approach rarely works to the clients benefit.

**ITRA Realty Group** affiliates bring a diverse “skill set,” with specialties in many unique sectors of the economy. National and International expertise can be obtained from within the group to address the client’s specific and complex needs because ITRA Realty Group is a team of players who embrace a client-focused approach that utilizes the perspective of what is best for a particular client.





### **Major Market Representation**

Local brokerage companies cannot serve a company's real estate need outside of their locale, leaving clients the problem of finding a broker and taking chances in unknown territories. Other firms use referral networks, but membership may take little more than money, and the levels of service vary widely among members with the receiving broker often having no relationship with the referring broker.

**ITRA Realty Group** affiliates represent tenants and buyers. ITRA affiliates have relationships based on common goals, expertise and respect. ITRA Realty Group clients benefit from broad geographic coverage with specific expertise in each market that ITRA serves.

### **Experienced Market Leaders**

In traditional firms, senior level brokers often act as "rainmakers" and are notorious for assigning the work to new brokers with limited experience. Referrals to outside offices do not attract the attention and expertise of senior level brokers and junior associates take the one-time transactions and learn the business at the client's expense.

**ITRA Realty Group** affiliates are experienced and provide a long-term history of problem solving, deal making, information analysis, negotiation acumen, and market knowledge. Each ITRA affiliate is required to have at least ten years experience in the field of real estate and has passed ITRA's rigorous application and screening process.

### **Wide Range of Services**

While traditional agencies have a range of services for owners, many are in direct conflict with the tenant's or buyers's interest. Serving distinctly different interests fractures a broker's focus and limits their ability to consider the larger picture from a tenant's or buyer's perspective.

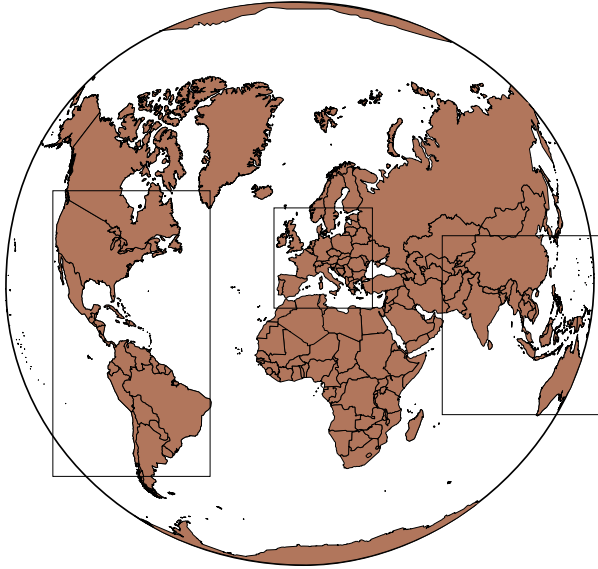
**ITRA Realty Group** affiliates represent buyers and tenants -- all day every day -- so they can provide highly specialized and comprehensive service. Just a few examples of the many services provided are:

- New leases
- Renewals
- Dispositions
- Tax Incentives
- Lease Management

 **ITRA<sup>TM</sup> Realty Group**  
*Exclusively Representing Corporate Tenants and Buyers*

# REPRESENTATION





○ ITRA Locations  
1/2006



**North America**

- |                |                     |                   |
|----------------|---------------------|-------------------|
| Calgary        | Las Vegas           | Pittsburgh        |
| Toronto        | Long Island         | Portland          |
|                | Los Angeles         | Salt Lake City    |
| Atlanta        | Miami               | San Diego         |
| Austin         | Nashville           | San Francisco     |
| Boca Raton     | New York City       | Silicon Valley    |
| Boston         | Norfolk             | Suburban Maryland |
| Boulder        | Northern New Jersey | Tampa             |
| Chicago        | Northern Virginia   | Tucson            |
| Dallas         | Orlando             | Washington D.C.   |
| Denver         | Palm Beach          |                   |
| Ft. Lauderdale | Philadelphia        |                   |
| Houston        | Phoenix             |                   |

**Europe**

- London

**Latin America**

- Bogotá  
Buenos Aires  
Caracas  
Curitiba  
Lima  
Mexico City  
Monterrey  
Panama City  
Ponce  
Rio de Janeiro  
San Juan  
Santiago  
Santo Domingo  
Sao Paulo

**Asia/ Pacific Rim**

- Bangalore  
Beijing  
Brisbane  
Chennai  
Hanoi  
Ho Chi Minh City  
Hong Kong  
Hyderabad  
Melbourne  
Mumbai  
New Delhi  
Perty  
Pune  
Seoul  
Shanghai  
Singapore  
Sydney  
Tokyo



# The CREG Team For You

CREG was established in Arizona in 1982. We are a leading independently-owned, full-service brokerage company. Our Consulting Group provides real estate cost comparison analysis to property owners, investors, tenants, developers, and lenders. Our Commercial Division offers real estate brokerage, leasing, tenant representation, and property management services.

Having strategically partnered with hundreds of real estate investors in Tucson during the last 10 years, CREG has the experience to help your company obtain the best return on your real estate investments. Your CREG team will be competent, with a proven track record of success. CREG is committed to serving you with the highest quality team of experts that will deliver the customer service you deserve and expect.

### A Company You Can Trust

You can be assured that CREG will apply the same high standards of conduct when working on your account that we apply when acting on our own behalf. In the volatile, evolving world of business today, your company can be sure that you are partnering with a stable company that embraces high ethical standards. CREG has established and preserved the trust of our clients. We will continue to do so for years to come.

We have gathered a great deal of experience and information that we apply to each project. We continually take the responsibility to pass this added value on to you.

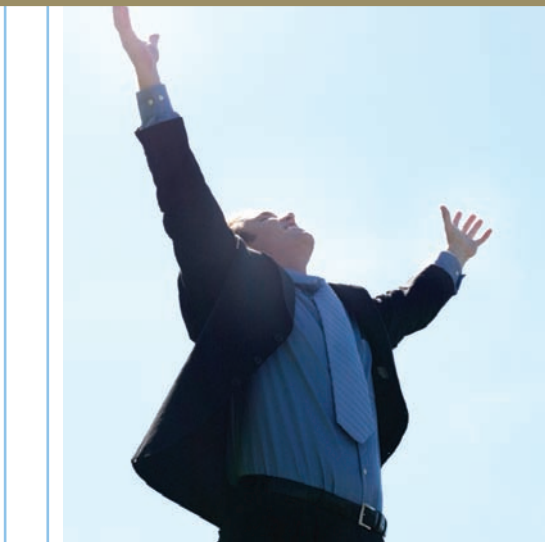
### Team Member Tim DeNiro

As a 25-year resident of Tucson, Tim DeNiro is an Urban Planner and Geographer with many years of experience. His expertise lies in local and regional land use/environmental regulations, public land use planning and policy development, along with private land use research and development.

Tim's experience brings a strong understanding of local government affairs and regulations, as it relates to client needs. He will provide due diligence services, site analysis, regional land use and market/demographic research, sales, trends analysis, reports for future property development in Pima County, the City of Tucson and other incorporated municipalities.

**Tim DeNiro**  
520 299 3400  
tim@cretucson.com

CONFIDENCE



# EXPERTISE



## The Team Leader Who Will Work With You

Michael Coretz is a lifelong Tucsonan. Active in real estate for over 20 years, Michael's diverse experience has provided him a proficiency in marketing, sales, leasing, consulting, and advisory services.

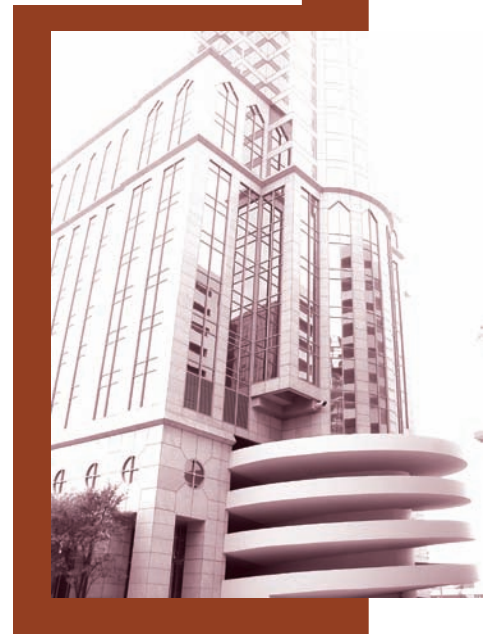
In 1991, Michael contributed to the establishment of US Capital Investment Advisors and provided real estate services to the Resolution Trust Corporation, The Federal Deposit Insurance Corporation, and the State of Arizona.

In 2008, Michael joined *CREG* as a principle in its Commercial Real Estate Services division. In 2001, he published the book, *De-Mystifying Commercial Leasing*, a tenant's guide to leasing commercial property.

## My Market Expertise

The real estate market can be analyzed by many professionals ranging from lawyers and tax specialists to accountants and economists. But to really know the market requires more information than the sum of statistical data. It means working within the market on a daily basis and getting a feel for how the market is behaving and discerning what real values can be achieved. Such information can only be discovered by establishing a close relationship with developers, landlords, financial institutions, government, and other brokers.

The process of analyzing the market takes time. As your Broker, I will save you time by preparing all materials, documents, and research-work. I have access to a wide variety of database information regarding available properties and current market conditions. Furthermore, with our numerous industry contacts I can more effectively work toward realizing your goals.





### **My Financial Expertise**

Since I am immersed in the commercial real estate market daily, I am familiar with every potential cost factor associated with the purchase or lease of a property. I can rationally project how cost factors will change over time. My computer-based financial analyses provide detailed information to compare alternatives and make confident rational decisions, giving my clients competitively advantageous options.

These are valuable tools in structuring the right deal for my clients.

### **My Negotiating Expertise**

My knowledge and expertise backed by a wealth of information, combined with state-of-the-art resources, assure my client's premium representation during the period of negotiation. I make absolutely certain my client's interests are well-represented, and protected.

### **As your Broker I will negotiate the best price and terms by:**

- Facilitating the decision-making process by creating a focal point for negotiations and management reviews, and by providing accurate and up-to-date market data
- Selling you as a very desirable tenant
- Analyzing the market to find where and how you can exert the greatest leverage in reaching your investment goals
- Stimulating strong competition among developers and landlords thereby enhancing financial benefits for you
- Protecting your confidentiality to maximize your negotiating strength



**Michael Coretz**  
520 299 3400  
[michael@cretucson.com](mailto:michael@cretucson.com)

# SUCCESS



# CONTACT



## **Commercial Real Estate Group llc of Tucson**

web [www.CRETucson.com](http://www.CRETucson.com)

**Michael Coretz**  
**520 299 3400**  
**michael@cretucson.com**

**Tim DeNiro**  
**520 299 3400**  
**tim@cretucson.com**

 **all we need is**



**begin your success story**

member of  **ITRA<sup>TM</sup> Realty Group**  
*Globally Representing Corporate Tenants and Buyers*

[www.CRETUCSON.com](http://www.CRETUCSON.com)