

# Leasing for Non-Leasing Professionals

October 27–28, 2008 | Trump International Sonesta Beach Resort – North Miami Beach, FL



Leasing is everyone's business. As the primary means for generating revenue in the industry, it is not only the focus for leasing executives but also for property managers and marketing specialists. But if you are not in leasing and have leasing responsibility, you need an understanding of how leasing works in order to be successful. So here's a seminar created just for that purpose: Leasing for Non-Leasing Professionals. It is ICSC's first educational program devoted solely to teaching the fundamentals of leasing to professionals whose primary function may not be leasing but who still have a need to know. Nine classes over a day and a half will educate you, illuminate you and give you a perspective on leasing you cannot find anywhere else.

## Who Should Attend

- Asset managers, property general managers and assistant property general managers seeking more knowledge of the leasing function.
- Corporate marketing executives, marketing directors and assistant marketing directors who may be responsible for leasing or are looking at leasing as a future career path.
- Leasing professionals who may be new to their positions or experienced professionals looking for a "refresher" course.
- Specialty leasing professionals either at the corporate level or the property level desiring more knowledge of all aspects of leasing.
- Retailers interested in learning more about shopping center leasing and the language spoken by its practitioners.

## How You Will Benefit

- Understand the leasing function and how it works to maximize asset value.
- Learn all aspects of leasing, from "permanent" in-line to specialty retail as well as a look at leasing from the retailer perspective.
- Learn the common negotiating strategies between tenant and landlord and the give-and-take necessary to make a deal work for both sides.
- Get a handle on common lease language and how lease provisions are administered by center management.
- Learn from experienced faculty who have been on the front lines of the leasing wars and can give you firsthand knowledge on what it takes to make successful deals.
- Demonstrate more familiarity with key legal terms, understand what they mean and apply them to your work.

## The Classes

### The Universe of Leasing

- An introductory class on the history and applications of shopping center leasing.
- Discuss the creation and use of budget pro formas in formulating leasing strategies.
- Analyze the relationship between the retailer's real estate plan and the developer's leasing goals and examples of how they come together and sometimes diverge.
- Learn the critical role the marketplace plays in making any deal and what effect economic conditions and competitive factors have on any space.
- Look at all of the different types of leasing currently in play throughout the shopping center industry.

### Optimum Mix: Using the Pro Forma to Create Value and Return

- A full class devoted to formulating a merchandising plan for a new center or renovated center.
- Understand how consumer data is analyzed along with market conditions and competition to create a successful tenant mix.
- Learn the "science" of allocating merchandise categories based on consumer demand and how to achieve the proper balance within a category so each store has the opportunity to succeed.
- Discover how opportunities are created through retailer relocation within the center and the subsequent "freeing up" of key units for more productive uses.

### Leasing from a Retailer's Perspective

- An opportunity to view the leasing profession from the retailer side and the issues unique to the retailer in negotiating the deal.
- Learn the retailer's business, what the retailer is looking for, the synergism the retailer desires with other retailers before signing a deal sheet and how meeting these retailer objectives can give the landlord a "domino effect" in cinching multiple deals.
- See how co-tenancy, percentage rent, CAM and many other potential profit busters are subject to heated debate between retailer and landlord and how they conspire to kill many a deal.
- Discover how the retailer looks at market size and demographics and how that may differ from the landlord looking at the same data.
- Find out how savvy retailers are making deals much more complex than ever and what issues they are considering deal makers and deal breakers.

### Prospecting for Tenants

- A session devoted to learning the "tricks of the trade" for identifying retailers and merchandise uses that can make a critical difference in overall center performance.
- Discover techniques for formulating a prospecting plan and targeting specific stores.
- Learn how your company marketing professionals can be a great help in not only identifying prospective players but also in helping to close the deal and get the store open.
- Learn how to analyze your property (and the competition) to fill the voids in your tenant mix with just the right store.
- Find out how tenant representatives and brokers work in tenant prospecting and how you can use them to meet your leasing objectives.
- Proven selling tools used to begin negotiation and close the deal are discussed in depth.

### Specialty Leasing Strategies

- An in-depth class devoted entirely to the business of specialty leasing.
- Learn how to create the master specialty leasing plan and ways to keep your presentation fresh and your rents churning.
- Discover ways to walk that thin line between quality and quantity, and balance the proper mix with your income goals.
- Obtain knowledge on the most successful strategies to incubate temporary uses into permanent in-line deals.
- Learn about specialty leasing administration, from collecting rent to dictating visual merchandise techniques.

### Leasing 2008: The Art of the Deal

- What you need to know about deal making in the shopping center industry today.
- Complete discussion of the common language and terms used by both landlord and retailer.
- Issues that are making the deals and issues that are breaking the deals.
- Learn what the big retailers are demanding from the landlord, and where the landlord is making concessions and where the landlord is not.
- Discuss pass-along costs and the evolving standard in the industry with issues such as fixed CAM and other points of negotiation.
- Talk about who has the leverage in today's economic climate and what forces will drive deals in the next five years.

## Leasing for Non-Leasing Professionals (continued)

### Negotiating! Face to Face Bartering

- An interactive session that teaches negotiating skills to insure maximum profit when making a deal.
- You'll weigh the landlord's LOI vs. the retailer's LOI and determine whose form holds sway in the process.
- You'll learn what issues are prioritized, how they are prioritized and the role played by lawyers in this intense game.
- Find out what landlord demands retailers are walking away from and what retailer dictates landlords are finding deal breakers.
- Engage in a real-life mock negotiation where as landlord or retailer you determine your objectives, set your strategies and find out what it is like to make your own deal.

### The Lease and Its Administration

- Understand lease language and how it is enforced from the property professional's perspective.
- Analyze a lease document and learn to focus on the basic provisions central to the lease agreement, such as use clauses, exclusives, radius clauses and exhibits.
- Take a closer look at issues such as CAM, taxes, insurance, lease line violations, opening and closing times – agreed-to provisions you have to understand in order to operate your center.
- Know what issues can be handled at the property level and when legal remedies must be sought to rectify the situation.
- Get a better understanding of management's role in the leasing process after the deal is signed and the store is open.

### Tenant Coordination and Construction

- An understanding of the store opening process that often triggers the income stream following a lease signing.
- Review the responsibilities of both landlord and retailer in preparing the unit for opening during the construction process.
- Learn how the project design, scheduling and tenant coordination mesh properly to insure a smooth build-out and eventual opening.
- Learn terminology used in common coordination so you can talk the talk whether you are in leasing, management or marketing.
- Discuss the impact of tenant design plans on construction costs and contracts and how delays can mean big bucks off the bottom line.
- Know how to work with contractors to help them complete their work in a timely fashion, expedite the opening and create income.

## General Information

### How To Register

Refer to Registration Form B, which is found in the center of the catalog. There are three ways to register:

**On-line:** [www.icsc.org](http://www.icsc.org)  
(Credit card registrations only)

**Fax:** +1 732 694 1800  
(Credit card registrations only)

**Mail:** ICSC  
P.O. Box 26958  
New York, NY 10087-6958

### Tuition Fees

**Member:** \$345 (U.S.)  
**Non-Member:** \$445 (U.S.)  
**Student Member:** \$ 50 (U.S.)

### ON-SITE FEE

(after October 26, 2008)

**Member:** \$370 (U.S.)  
**Non-Member:** \$470 (U.S.)

### Discounted fee if attending the Finance, Law and Leasing Seminars:

**Member:** \$ 900 (U.S.) total  
**Non-Member:** \$1,200 (U.S.) total

### ICSC Member Fee

To qualify for the member rate, you must be an ICSC member. Non-member employees of member companies do not qualify.

### Non-Member Fee

Non-members who join ICSC by the time they register may take advantage of the applicable member rate. See the Membership Application Form on page 56. **Note:** The tuition fee is for the full one-and-one-half-day program. No single-day or half-day admittance to this program is offered.

## BONUS TEXTBOOK



### Leasing for Non-Leasing Professionals

This book is an essential guide to understanding the fundamentals of leasing for those in the shopping center industry who seek to know more about the leasing process and the role of leasing representatives.

Written by shopping center professionals with leasing expertise, the subjects include prospecting for tenants, negotiations, tenant mix, clauses and much more. Examples of key forms and formulas, plus a useful glossary are also provided.

### Confirmation

Upon receipt of your Registration Form B and payment, ICSC will send you a confirmation notice.

### Cancellations

Cancellations will be subject to a \$25 cancellation fee. No refunds will be given for cancellations received after September 27, 2008.

**All requests for refunds must be received in writing by the ICSC Registration Department.**

### Class Hours

**First day:** Registration 7:30 – 9:00 am.  
Class is in session from 9:00 am – 6:00 pm.

**Second day:** Class is in session from 8:00 am – 12:00 noon.

### Meals

Continental breakfast will be served both mornings at 7:15 am. A networking lunch will be held on the first day from 1:00 – 2:00 pm, with mid-morning and mid-afternoon breaks.

### Housing Information

A block of rooms has been reserved at the Trump International Sonesta Beach Resort for participants in the Leasing for Non-Leasing Professionals Program. You may secure reservations by using the Hotel Reservation Form found in the center of the catalog. Return the Hotel Reservation Form directly to DePrez Travel. Rooms will be assigned in the order reservations are received. The rate for the hotel is \$189 single/double.

**Note:** ICSC is not responsible for reserving or canceling hotel accommodations. All changes or cancellations must be made in writing or faxed to DePrez Travel at +1 585 442 8934.

### Airline Information

Refer to the Airline Information Form in the center of the catalog for discounted airline fares to Miami, FL.

### Continuing Education Credits SCSM/SCMD/SCLS: 1.5 credits per course



Any disabled individual desiring auxiliary aid at this course should notify ICSC at least five weeks in advance.