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Commercial Office Real Estate Lease Proposal

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MEMO

TO: Dan Whitman
FROM: Jess Sloan
RE: Proposed Commercial Lease
DATE: July 25

Dear Dan,

As you are well aware, I've been scouting locations for the possibility of moving Whitman Realty to a more visible location with more offices. As an assistant Broker who has worked with you now for seven years, I've witnessed the growth of the business as well as its potential, and I believe the time has come where we must make a bold move, in this case a literal one, or we face being squeezed out of the market by more visible, highly branded franchises.

I understand that the moving of your offices is a serious undertaking, one that you have been pondering for the last year. I also understand the risks and the expenses involved, and given the potential slowing of the market, your hesitancy to make any major changes. However, I think you will be excited about the new commercial lease I am proposing. Not only will this move allow you to expand the business, the company branding, and the possibility of franchising, but it will also advance the careers of the realtors working for you as well as allow you to hire new recruits, resulting in higher commissions and higher profits.

As per our conversation last week, I took the liberty of optioning the lease for your review. We have until midnight on the 31st to respond. I look forward to talking with you further about making this expansion an actuality.

Sincerely,

Jess

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PROJECT

Proposed New Commercial Office Lease

Prepared for: Dan Whitman
CEO

Prepared by: Jess Sloan
Broker



DESCRIPTION

A new commercial lease space is required in order to expand business capabilities, office space, and profits by a change of location. This will position Whitman Realty to become a better branded, highly visible realty office in the Bellevue area.

Proposal Number: 53345



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EXECUTIVE SUMMARY

The Objective...

Expand business capabilities, office space, and profits by a change of location.

- ◆ **Need #1:** Office space for 24 on-site agents, conference rooms, work rooms, and lobby.
- ◆ **Need #2:** Easily accessible location with parking.
- ◆ **Need #3:** 5 year lease with options to ensure expansion capabilities.

The Opportunity...

To become a better branded, highly visible realty office in the Bellevue area.

- ◆ **Goal #1:** To move into new commercial lease space by October 1st.
- ◆ **Goal #2:** To increase client base by improving visibility and access.
- ◆ **Goal #3:** To expand the business by 25% by year 3 and by 50% by year 5.

The Solution...

A new commercial lease space is required in order to expand.

- ◆ **Recommendation #1:** Examine office space at 5260 114th Ave SE, Bellevue.
- ◆ **Recommendation #2:** Respond to initial lease option by July 31st.
- ◆ **Recommendation #3:** Complete lease negotiation and signing by August 15th.





S A M P L E

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