



## Setting the stage for productive lease negotiations

It's been said that "all the world's a stage," and it seems that even when it comes to commercial lease negotiations, the old idiom rings true. Real estate negotiation tactics should be approached in a manner that establishes three key things: a proper setting, an amenable and level-headed approach to discussion, and the establishment of time-specific guidelines.

### **The Proper Setting**

Very often, commercial lease negotiations may take place on the phone, in which case picking an appropriate setting is only limited to your ability to find a quiet, comfortable location to uphold your end of the call. But since so much is lost in negotiations that don't take place on a face to face level, it's imperative to meet in person at least once, if possible—especially if the negotiation is a highly important one. In these situations, it's important to pick a neutral location to meet so that neither party feels that they've given up their "home turf" advantage.

### **The Level-Headed Approach**

Real estate negotiation tactics require that you enter into discussions with an amenable attitude and the ability to check your emotions at the door—even if discussions are taking place on the phone. Commercial lease negotiations require that both parties try to find a common ground without necessarily backing down, and to try to gain ground without being pushy. This delicate balance can be difficult for some to achieve, but is essential to arriving at a mutually beneficial agreement.

### **Sticking to the Script**

It's important in commercial lease negotiations to adhere to pre-established guidelines, especially those that are time-sensitive. Stick to the script, in other words. Negotiations are no place to bring up issues that haven't been previously discussed, and doing so could potentially derail your progress. In order to usher discussions along to a rapid conclusion, commit yourself to addressing only the issues that have been set forth in advance.

For more information on how to best prepare for real estate negotiations, visit the [Resources](#) tab of our website and review our [Prepared to Win-Win](#) checklist of important questions to ask yourself ahead of time. If you still don't feel that you're up to the task of taking part in commercial lease negotiations, you're not alone, and you're not left out in the cold. There's always the option of working with a commercial broker who has experience in the process and who can negotiate on your behalf.

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## ABOUT THE AUTHOR

### **Cardinal Real Estate Partners**

Cardinal Real Estate Partners are brokers and consultants that think differently. Determined to be an advocate on behalf of clients, the firm has carved out a new niche of professionals in the commercial real estate industry. It has deliberately set itself apart from commercial brokers by offering clients three distinct differences that make it, in essence, the “anti-broker.”

Cardinal employs **educated professionals** who can deliver a level of expertise that traditional brokers do not. The principals have years of institutional real estate experience and are part of a team of skilled consultants—i.e., lawyers, architects, project managers, and engineers that are passionate about the skills they bring to the transaction.

Cardinal has designed **four proprietary processes** and numerous knowledge products for buying, selling, leasing, or acquiring/disposing of public assets. Each process outlines the best path to meeting your goals, with a detailed analysis of your specific needs, a customized strategy, extensive due diligence, and marketplace analysis.

For sellers: **The Comprehensive Asset Sale™**

For buyers: **The Real Estate Capital Investment Review™**

For tenants: **The Strategic Tenant Advocate™**

For public assets: **The Public Asset Maximization Process™**

Cardinal has set in place **accountability** at a level previously unheard of in the broker industry. With each client, Cardinal determines and agrees upon a series of Key Performance Indicators (KPIs) for measuring the success of your deal. After the closing, Cardinal reviews the outcome and level of your satisfaction, then bases its compensation on the extent to which it achieved your goals.

There is a better way to broker.

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