

# THREE RINGS TO GET THE BEST TENANTS.

Our *three rings* approach will get the *best tenants* for you.

When you have vacant space to fill in your commercial property what do you do? It is not as easy as it looks to find, and secure, the right commercial tenants.

We understand how frustrating it can be to sit on vacant space that is not generating revenue. In the current economy, it is more important than ever to fill your commercial space with the right tenants who will pay the rent you need. That's why NAI Southcoast created the "3 Rings" system for leasing commercial space.

Our three big questions: Who do you want? Who wants you (your property)? Who can afford to pay the rent rate you need?



**Your ideal tenants are *here!***

At the intersection of these "3 Rings" we find your ideal tenant profile. This may include several types of businesses, i.e. legal, medical, professional, or if a retail property - food, services, experiential etc.

"Amazon proof" or "COVID-19" proof are some of the filters we apply at this stage.

The traditional approach used by many brokers is to put up a sign, send an email blast, and pray. This leads to a lot of wasted time and frustration on your part. There will be tenants who want to be in your property but cannot afford the rent you need, or types of tenants that don't complement your tenant mix.

## How We Operate

Once we have completed the tenant mix analysis and the 3 Rings filtering process, we move to list building and the marketing program. We use several list building tools, including ProspectNow and Retail Lease Trac, to build highly accurate and customized lists for our clients. Then, we use our marketing platform to create compelling brochures.



These are all rolled into our marketing program together with automated postcard mailings through PrintRunner to achieve maximum exposure for your property. Syndicated listings in CREXi LoopNet, our website, and other portals enable us to reach the widest possible universe of prospective tenants.

Using CREXi research tools, we can provide the most up-to-date statistics for absorption, vacancy, market rates, and trends. Once we develop lease proposals, we can create side-by-side lease comparison models to review lease term variables with you.

We can save you a lot of time, money, and lost revenue with our approach. You don't have to let your vacant space sit empty for months. You can't afford to hire a broker that will just "wing it"! There is a better way.

NAI Southcoast applies a systematic approach to leasing commercial space. We start with a tenant mix analysis, engage our process to determine your short and long term financial goals, then we apply the 3 Rings model to develop a unique strategy that works for you.

***We have the tools, knowledge, and experience to guide you through the process and ensure you experience the **best results**.***  
***Contact Rich Vaaler today to discuss how NAI Southcoast can help you lease your commercial property.***



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