

# FOUR-PHASE RENEWAL PROCESS



COPPOLA • CHENEY

THINK. ADVISE. ACT.®

[www.c2advisors.com](http://www.c2advisors.com)

## 1. LEASE ANALYSIS

- Enables comparison of today's market
- Escalations — Track record of landlord
- New lease elements (ADA clauses, etc.)



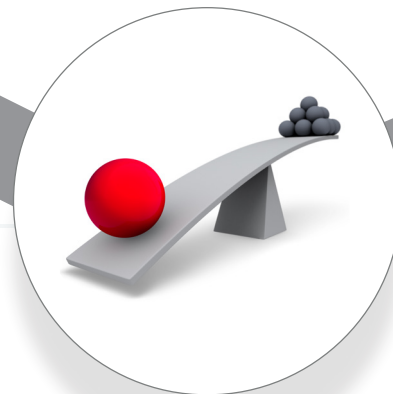
## 2. DISSECT MARKET

- Track record in the specific submarket
- Track record with landlord
- Where is the market heading?



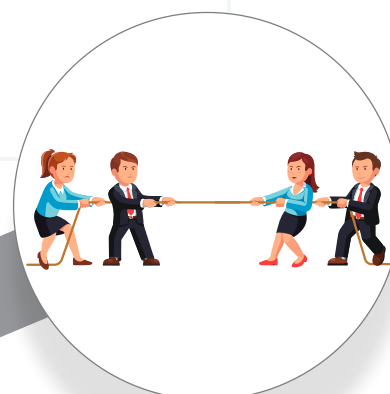
## 3. CREATE LEVERAGE

- Tour Alternatives
- RFP's
- Activate presence in the market
- Off market information/options
- Tap into C2 network



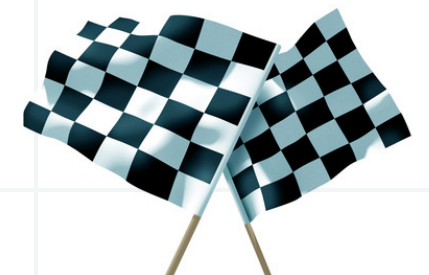
## 4. NEGOTIATIONS

- Direct vs. Indirect Strategies
- Perceived and real competition



## TRANSACTION COMPLETE!

Business Continues to Operate Smoothly



**KNOWLEDGE + COMPETITION = SAVINGS**

