



Building Futures. Building Excellence.

Program Objectives

- Identify shopping center characteristics
- Learn the roles of management and a leasing staff
- Understand the different types of retailers and aspects of merchandising
- Determine appropriate strategies and materials for marketing the property and develop practices for retaining tenants
- Identify major lease provisions and clauses and their impact on the property's financial health
- Understand the techniques for promoting shopping centers to retail customers
- Identify office building characteristics and economic factors that contribute to an effective market analysis
- Conduct a market analysis to effectively position the office building within the market
- Determine appropriate marketing strategies for office buildings
- Establish effective leasing plans, tenant mix and placement strategies, space planning techniques and prospect qualification criteria
- Understand major lease provisions and clauses, and their impact on the property's financial health
- Explore tenant retention strategies and techniques for investigating and resolving tenant complaints

Who should take this course?

- Real Estate industry professionals
- Property buyers and sellers
- Real Estate Brokers and Consultants

Total Duration:

- In Class Training of ~32 hours



ENROLL NOW

CALL: 1-800-22-7364 (1-800-22-REMI)