



**Tenant Test Drive Results – began July 2009:**  
Artisan Kitchen paying \$1,500/mo. + CAM + utilities

**How Pyramid is Helping Landlords**

**3 Landlord Strategies  
Fill Vacancies in a  
Fearful Market**

**Reduce Tenant risk & anxiety to  
fill your properties**

**LANDLORD STRATEGIES – Actions that create desirable new Tenant results.**

**Price Magnet – Price competitively to fill your space!**

1

**Action:** Tenants are cautious and fearful due to the uncertain economy. So they sit on the sideline looking for the best deal. Get your listing noticed on the radar (broker survey & tour) by listing your rent in dollars. Advertise your market-beating rental amount in dollars – do not advertise “negotiable”. Get your vacancy noticed by offering a lower rent than the surrounding/ competing properties. **Alternative Strategy:** Offer a low first year (teaser) rent & higher 2<sup>nd</sup> year rent.

**Result:** Watch the number of Tenants at showings increase. You will encourage Tenants to “get in the game by making an offer” – rather than stay on the sideline or go see a competing property.

**Finance the Fit Up – Help good credit Tenants move to your vacancy.**

2

**Action:** Most Tenants don’t have extra money now to invest to “Fit Up” their space with tenant improvements. You can offer the Tenant money in advance to do the Fit Up work, paid upon lease execution. Then increase the base rent amount by the amortized cost. If you don’t have the money – talk to your banker and see how they can help.

<b>Example:</b>	Avg Fit Up cost is approx:	\$40 /sq ft
	Tenant space of:	3,000 sq ft
	Total Fit Up cost:	\$120,000
	Life of Lease:	10 years
	Extra rent charged per sq ft:	\$4

**Result:** Help good credit Tenants move to your vacancy by financing the Fit Up work.

**Tenant Test Drive – Innovative competitive strategy to win new tenants.**

3

**Action:** Offer a New Tenant “Test Drive” of your vacancy for 6 months. The Tenant pays Common Area Maintenance (CAM) & separate utilities only for the 6 months. At the end of the term the Tenant has the option to move out or sign a lease for a specified term. You keep the option to kick the Tenant out with 30 days notice. Your risk is reduced with the 30 day out and a security deposit to cover the eviction. Your broker will get first month’s CAM as the commission and a full commission at lease signing. Most Landlords are willing to perform modest work that they would have to do for any Tenant – such as a paint job.

**Result:** Good for a Tenant that wants to test market a new location. Create a win/win/win for Tenant, Customers & Landlord. Get a Tenant in your vacancy by offering the least amount of risk and most will stay a long time.