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IREM's new publication: The Leasing Process: Landlord and Tenant Perspectives

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The Leasing Process: Landlord and Tenant Perspectives, the first book of its kind to provide a comprehensive review of the lease negotiation process from the unique perspectives of both the landlord and the tenant, has just been published by the Institute of Real Estate Management. A must-read publication for those involved in commercial lease negotiations at any level - including property and asset managers, leasing agents, developers, investors, and tenants - it details the key components that go into each party's role in negotiations, from beginning to end.

The new publication is authored by industry experts Richard Muhlebach, CPM, SCSM, CRE, RPA, and Alan Alexander. Veteran real estate management professionals, they have over 70 years of combined experience managing, leasing, and marketing all commercial property types.

The Leasing Process addresses market conditions and how they affect the leasing deal. The landlord's procurement and selection of tenants are covered, as well as what landlords can do when tenants don't meet their lease terms or have reservations about signing or renewing a lease agreement. This book also provides tips to help commercial tenants find the best location and negotiate lease provisions in order to reduce their occupancy costs, gain flexibility in their business operations, secure the best deal in their negotiations, and ultimately maximize sales and increase profits.

The Leasing Process: Landlord and Tenant Perspectives, is \$55.95 for IREM Members and \$69.95 regular price (plus shipping and applicable state sales tax). To order, contact the IREM Customer Relations Department at 430 N. Michigan Ave., Chicago, IL 60611, or call toll-free at (800) 837-0706, ext. 4650.

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