

Developing a Prosperous Tenant Rep Practice

2011 WSCAR Education Day
Bellevue, WA
November 3, 2011



Amy Nawrocki
Director of Real Estate
Cogent Communications, Inc.



1

Cypress Communications, Inc.

- Full Service Telecom
- Privately Owned
- RE Reports to CFO
- US Only
- RE Budget includes
 - Corp Office, Branch Office, Warehouse
 - Telecom Licenses

Cogent Communications, Inc.

- 3rd Largest ISP World
- Public (CCOI)
- RE Reports to CEO
- International
- RE Budget includes
 - Corp Office, Branch Office
 - Data Centers, Colo's
 - Telecom Licenses (TLAs)



2

Who is Your *Target* Client ?

WHAT

- Main Business
- Special Needs

WHO

- “In Charge” of RE
- RE reports to CFO, CEO
- Criteria for hiring broker

WHEN

- Lease Expiration
- Planning Session

WHERE

- Lease Expiration
- Portfolio Make-up

HOW: Know the answers to as many of these as possible.

3

SPECIFIC Expectations



– Report to CFO

- Quantitative, Financial comparisons, status quo vs options
ProCalc
- Forecast - 12 month cost – need to be predictable

– CEO – Business Unit Leader

- Qualitative
Much more global viewpoint
- Use, Location, look, feel
- Timeline



4

What does Corp Real Estate look for?

- Knowledgeable – local real estate market
- Successful
- Educated
- Experienced
- Professional – create professional material
- A financial analyst
- Timely – someone who can meet deadlines
- Good references
- Personable
- Connected to the business and real estate community
- Help in other aspects of our business
- Process and/or Detailed Oriented – Organized!
- Provides Feedback - lease comments, suggested counter proposal
- Uses current tools – ProCalc, MS Project, CoStar, etc.
- Increase shareholder value

BOTTOM LINE: Someone to make us look better!!



5

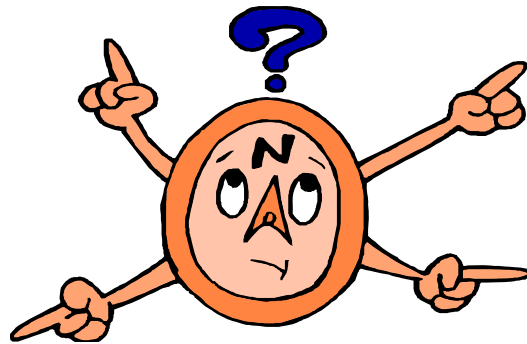
Where do I *FIND* the Target Client?



- COLD call, COLD call, COLD call
- Network – Specific business (law firm, telecom) conferences
- Education - CCIM
- Specialize in a business sector that you are passionate about - "I'm the BEST Industrial broker you can hire!"
- Getting involved in the community – charities, hockey coach, political campaigns
- MOST importantly - ASK!

Yes, these are all ways tenant rep brokers have been successful working for me!

6



How do I get hired?

How to Exceed Corp Clients Expectations:

Help Set and Know the RE GOALS

Criteria for Transactions

Know the Approval Process

Cypress Goals

- 2009 - Reduce RE Budget by 20%
 - Subleases needed to have 60% rent recovery
 - Relocate if saved 20% Year 1
- Increase Leads from RE Sources by 10%





HOW DO WE GET THERE?

Confirm/Develop the Process to Reach Goals

Using Tools:

Statement of Requirement – What do we need? Where do we need to be? Is it a sales office, warehouse, or datacenter?

Timelines – When do we need it?

RFP – Who offers it, at what price?

Financial Analysis – how much? ROI



9

Reduce RE by 20%

- Sublease 4 of 6 Branch Offices
- Relocate 2 Branch Offices
- Terminate 40 TLAs
- Renew/Reduce 70 TLAs
- Audit Top 10% Leases

Increase Leads by 10%

- Partner with Portfolios
- Brokers provide lead lists
- Hire Best Broker for Market

10

How to Exceed!!!

Corp Tenant Rep Brokers can help RE be more efficient AND help introduce the company to new potential customers – Businesses choose internet provider when they move!!

HAT TRICK!!!



HAT TRICK!!!

11

You will Succeed to Exceed!

Know and Set the Proper Expectations
Create and Execute Plans A, B & C



12

Developing a Prosperous Tenant Rep Practice

2011 WSCAR Education Day
Bellevue, WA
November 3, 2011



Amy Nawrocki
Director of Real Estate
Cogent Communications, Inc.



13