



# Marketing and Leasing: Office Buildings

*Rebecca Niday*

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A real estate manager's role in marketing and leasing has a direct impact on the value of an office building, and knowledge of office building characteristics and economic factors is critical for an effective plan. As a property manager, you must be able to identify office building characteristics and economic factors that contribute to an effective market analysis.

*Marketing and Leasing: Office Buildings* provides information property managers need to successfully face the challenges of attracting and retaining office building tenants.

The following topics are covered:

- OFFICE MARKETS. Office building characteristics, economics of office buildings, impact of leasing on value, and method of space measurement
- MARKET ASSESSMENT. Regional and neighborhood analysis, impact of various economic factors (e.g., occupancy, vacancy, and availability rates, supply and demand, absorption), and comparison grids for establishing average market rent
- MARKETING AND LEASING STRATEGIES. Working with brokers, office building marketing tactics, tenant mix and placement, prospect qualification, office building lease provisions, and lease negotiation and analysis
- TENANT RETENTION. Implementing retention strategies, resolving tenant complaints, lease expiration, and buy outs

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