

IREM Houston Chapter No. 28
*Leaders
 Developing
 Leaders*

**Marketing & Leasing Office
 Buildings (MKL406)**

Apply principles to practice by working with real-world scenarios designed to teach you the major aspects of market analysis, effective marketing practices, and successful lease negotiations for office space.

What you'll learn:

- Office markets: Office buildings, medical buildings, and marketing and leasing retail space for office buildings
- Market assessment: Regional and neighborhood analysis, demographic data collection, impact of various economic factors
- Leasing strategies: Stacking plans, office lease negotiation, working with broker relationships and commissions, commercial lease provisions, prospect qualification
- Tenant retention: Efficient resolution of tenant complaints, strategies for increasing tenant loyalty

How you'll benefit:

- Drive leasing activity and build awareness of your office properties with a compelling marketing campaign
- Secure new tenants and maximize use of available office space
- Negotiate commercial leases to suit the owner's objectives and close the deal

- CPM® CPM® Candidate Associate
 ARM® ARM® Candidate ACM
 Employee of an AMO® firm Student/Faculty


Payment Method

- Check or money order payable to IREM Houston
 Visa Mastercard AMEX

Card Name _____ Exp. Date _____

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Signature _____

 **Send this form to:**
IREM Houston Chapter No. 28
5850 San Felipe, Suite 118
Houston, TX 77057
(713) 783-9225 Fax (713) 783-0283

September 13 & 14, 2010
Registration: 8:00 a.m.
Course: 8:30 a.m. - 5:00 p.m.

Millineum Tower
10375 Richmond Ave.
1st Floor Training Room
Houston, TX 77042

Registration Fees:

Premier Rate: \$570
 (applies to CPM, CPM Candidates, ARM, Accredited Commercial Manager and AMO Members)

Classic Rate: \$660
 (applies to Associate, Student and Academic Members)

Nonmember Rate: \$715
 Local scholarship program application can be found at www.iremhouston.org/education

Provider 0192
 Course 14-00-080-7313
 14 hours MCE Credit

Name _____ Email _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

MKL406 Cancellation Policy: For a cancellation more than 10 business days prior to the course, student receives a full refund. If the cancellation occurs less than 10 business days (but a minimum of three business days) prior to the course, a \$75 administration fee is imposed to either refund the tuition or transfer the student to another course. Cancellation within 72 hours (3 business days), or if the student is a no-show, there is no refund or transfer provided. No exceptions can be made to the rules above.