



FINANCIAL POISE WEBINAR ONE SHEET REAL ESTATE LEASING DUMBED DOWN ABOUT THIS SERIES

Commercial real estate is one of the most understandable of investments. We live and work within real estate. It is tangible. One can see it.

Yet, underneath this veneer of simplicity there are many legal and practical issues to consider. These issues are impacted by the market and the leverage of the parties, both of which are moving targets.

Purchasing real estate presents a number of threshold questions. Should a real estate investor use his or her own money, or seek investors? What type of legal structure makes the most sense and why? When one is in the process of acquiring a property, what are the most important items to inspect? What if the buyer finds a big problem? When one wishes to sell a real estate investment, how much is the right price? What is the value and how is it determined?

At its base, commercial real estate is all about cash flow. What makes this possible is the commercial lease. A lease creates a long-term relationship between landlord and tenant, who have diametrically opposing goals. How does one navigate through the minefield of legal issues in a lease and end up with a contract that both sides can live with for years to come?

As with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

The Commercial Landlord's Perspective

March 11, 2019 at 2:00 p.m.

The process of representing a commercial landlord in a lease transaction is multi-faceted. While generation of cash flow is ultimate goal, there are other very important goals. These include minimizing risk, preserving the asset, enhancing the property and about a multitude of other issues.

This webinar focuses on the major concerns of real estate professionals in advising a landlord. When should the landlord insist on the language in the lease, and when should the landlord consider a concession or compromise? What is the role of the local real estate market in this analysis and why is it



so important? After participating in this webinar, one will have a solid grasp of what commercial landlords need and why.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

The Commercial Tenant's Perspective

April 8, 2019 at 2:00 p.m.

A commercial tenant views a lease negotiation quite differently than does the landlord. As most leases tend to be drafted by the landlord, a tenant must begin an uphill battle to gain as many concessions as possible. This is an arduous task made easier by a full understanding of what are the most important issues for a tenant in a commercial lease transaction.

How does the financial profile of the tenant enter into the picture? Where can a tenant get hurt the most by hidden costs or unforeseen expenses? Why is "leverage" the most important concept to consider in this process? This webinar will help one understand how the tenant, generally the underdog in lease transactions, can turn the tables and become the most powerful player in the leasing game.

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About Episode #3

The Commercial Broker's Perspective

May 13, 2019 at 2:00 p.m.

We have all heard the phrase "OPM" which stands for "Other People's Money." In the context of a real estate investment, what does this mean? A syndication is one of the most tried and true ways to raise money for investing in real estate.

What type of documentation is required to launch a syndication? What role do securities laws play in this process? What are the duties of the syndicator to its investors? What are the benefits and pitfalls of syndication? What other structures may be considered? All parties to a real estate investment would be well advised to listen closely and seek a thorough understanding of the syndication of real estate investments.



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