

# CENTURY 21® COMMERCIAL LEASING

## THE OPPORTUNITY

CENTURY 21® Commercial sales professionals understand that evaluating commercial real estate means understanding the potential return on investment. Whether this is your first venture at entrepreneurship or you are a well-established business owner, your interests are always our number-one priority. CENTURY 21 Commercial sales professionals can help you to locate, evaluate and negotiate commercial real estate while understanding your concerns, including asset value, productivity, efficiency and investment preservation.

The CENTURY 21 Commercial Network realizes that investment value is based on your specific objectives and offers assistance while keeping in line with your interests, goals and capabilities.

## LEASING OVERVIEW

Retail and industrial leasing opportunities have the ability to offer a source of income to owners and investors alike. A CENTURY 21 Commercial professional will help you to learn how to manage your property and realize its potential with information on leasing assistance. CENTURY 21 Commercial sales professionals have resources available to offer support with complete in-house resources to lease your asset, so that your investment maintains a competitive edge in today's market. CENTURY 21 Commercial sales representatives may leverage a strategy for properties that concentrate on tenant retention and planning for future occupancy prior to term vacancies.

## LEASING CHARACTERISTICS

Marketing programs are available to agents to help you identify targeted tenants already in the immediate and surrounding areas and generate immediate interest in your property. CENTURY 21 Commercial sales representatives have access to training to market the right property to the right tenant and to ensure that the facilities will meet user requirements. Leads can also be developed through mailers, advertisements, and direct contact with prospects. CENTURY 21 Commercial offices have access to their own network of other prominent CENTURY 21 firms, as well as private and institutional clients who provide an excellent inventory of potential tenants. CENTURY 21 Commercial professionals may handle all negotiations, coordinate space planning and document review with the attorneys to facilitate a rapid and successful lease-up program.

## SPECIAL CONSIDERATIONS

CENTURY 21 Commercial sales professionals can facilitate the process of analyzing location, trends, populations and other demographics that may help to minimize risk. In addition, CENTURY 21 Commercial sales professionals have access to resources that can help to assess the challenges associated with zoning, environmental and occupancy requirements. A Cash-Flow Model might also be used to analyze and estimate an investment's income, expenses, and yield. The availability of forecasted conditions in the real estate market and the impact on a given property may also be used to evaluate each potential investment.

## EXPERIENCE AT YOUR SERVICE

The CENTURY 21 Commercial Network leverages the distinguished reputation of the Century 21 Real Estate LLC—the franchisor of the world's largest residential real estate sales organization, providing comprehensive training, management, administrative and marketing support for the CENTURY 21 System.

This System brings together industry resources, technology and the experience of more than 118,000 trained professionals at independently owned and operated franchised broker offices in nearly 40 countries and territories worldwide.

[www.century21.com/commercial](http://www.century21.com/commercial)



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(859)624-5488  
351 Radio Park Drive; Richmond, KY 40475