



**ITRA MacLaurin Williams | Denver/Boulder, CO USA**

## **How to Get Free from Your Landlord's Grip at Renewal Time**

When Commercial Tenants need a 100% Tenant Representative the most is not when they need to relocate. It's when they want to renew their leases.

If you are a good negotiator, you simply can't wing it at Renewal Time and expect to win.

So what can you win?

How about free rent, lower rental rates, remodeling expenses, new base year for operating expenses, better expansion, renewal and sublease rights and a cancellation option?

Renewal Time is when Landlords really lick their chops and make the biggest profits off of their Tenants.

That's because Landlords try to do Renewals on an "as-is" basis (or with minimal Tenant Improvement dollars) and no brokers involved, and certainly no Tenant Representative that the Landlord would have to pay a Leasing Commission. Frankly, at Renewal Time, Landlords see Tenants as a *captive audience*.

Tenants seeking *merely* to renew their Office Leases really need our guidance and the leverage that we develop. Renewing Tenants need to "prepare for trial" even when they want Landlords to "settle their cases" and renew Leases.

The only way to win at Renewal Time is to hire a 100% Tenant Rep to go to the market on your behalf. See what other Landlords will actually put on the table for you.

Call William Gary and ITRA MacLaurin Williams at 303-294-0277 to learn how a 100% Tenant Representative can get your organization free from the Landlord's iron grip at Renewal Time.

**Be Represented. Not brokered.™**