

LOCATION AND LEASE COURSES



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Essentials

- Site selection and location choices
- Customer analysis
- Using community, industry and GIS data
- Competition and site characteristics
- Prioritising markets
- Selecting sites in new markets
- Forecasting sales
- Customer research and focus groups
- Start-up vs established shops
- Shopping centres, strip shops, other locations
- Corners, in line, pops ups, facilities and parking
- Leasing proposals

- Negotiating
- Leasing law
- Elements of the deal
- Lease clauses
- Dealing with landlords
- Documentation
- Approval processes
- Lease events and legal consequences
- Case studies, case law
- Disputes and problems

Advanced

- Visibility and exposure
- Traffic patterns
- Storefront widths
- Market rents
- Vacancies
- Development considerations
- Quality of tenants
- Space productivity
- Assignments and sales of business
- Getting to yes, binding the parties
- Signage rights
- Break clauses
- Loading docks and facilities

- Midterm negotiations
- Insurances, default, exclusivity and competition
- Fit-outs
- Green leases
- License and storage space
- Lease audits and outgoing
- Negotiating traps and techniques
- Asking right and wrong questions
- Area
- Phantom space
- Food Courts – what you need to know

Masterclass

ALL OF THE ABOVE AND MORE...

2020-21 Course times, venues and details to be announced soon!

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