

AGENCY LEASING

OVERVIEW

Combining a powerfully integrated suite of brokerage resources, market intelligence and a superior process, our specialists exceed performance expectations by remaining focused on enhancing value over the life of a project. Transwestern is an industry-leading resource providing owners and investors comprehensive leasing and targeted marketing strategies. Our time-tested approach to tenant prospecting, financial modeling and lease negotiation has earned Transwestern a reputation as one of the best agency representation firms in the country.

VALUE CREATION CYCLE

There is one constant objective in all real estate cycles - the owner's goal of increasing the value of the assets. At Transwestern, we focus on achieving this goal by utilizing our Value Creation Cycle. This cycle assists owners from acquisition through disposition and all phases in between. Each step adds important elements that increase asset value and property performance.

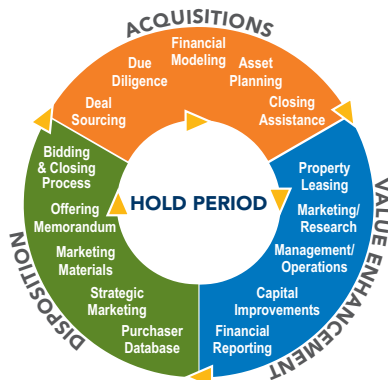
Taking on an "ownership mentality" fosters a culture of doing what is right for the owner. From underwriting to in-depth market intelligence and rock-solid due diligence, the Transwestern team constructs a foundation, enabling buyers to make the most informed decisions.

Our team markets and positions the asset to its maximum potential. Looking beyond lease rates, we work with the owner to evaluate other key factors that impact value such as tenant mix, rollover schedule, impending competition and changing market dynamics, such as LEED[®] certification. Our property management and engineering staff work in conjunction with the project's leasing team to make necessary cost-effective upgrades to operations and appearance, providing exceptional financial reporting along the way. We ensure that all operational and capital improvements add significant value, turning into important amenities for tenants and future owners.

Whether we lead the disposition effort with our investment services team or assist others, our leasing team provides real-time market knowledge and effectively communicates the asset's attributes, ultimately resulting in the opportunity to negotiate the optimal sales price.

PARTIAL CLIENT LIST

- AEW Capital Management
- Allianz Life Insurance Company of North America
- American Realty Advisors
- Behringer Harvard
- Bentall Kennedy
- Broadreach Capital Partners
- C-III Asset Management
- Cabot
- Clarion Partners
- Cornerstone Real Estate Advisers, LLC
- Heitman
- Invesco Real Estate
- KBS Realty Advisors
- LNR Partners
- Morgan Stanley
- Northwestern Mutual
- Pearlmark Real Estate Partners
- Piedmont Office Realty Trust
- Prudential
- RREEF
- Travelers
- The Lionstone Group
- TIAA-CREF
- USAA Real Estate Company
- Wereldhave



WASHINGTON HARBOR - WASHINGTON, D.C.



SUCCESS THROUGH PERFORMANCE

At Transwestern, every leasing assignment begins with the goal of outperforming the competitive set in the submarket. Analyzing market metrics that demonstrate economic performance, seasoned teams then leverage proven strategies of “back-to-basics” property marketing. Hard work and accountability, combined with proactive communication to brokers and tenants and real-time market knowledge to clients, result in projects that lead their markets in rent, occupancy and retention.

CASE STUDY: FOUR OAKS PLACE



FOUR OAKS PLACE - HOUSTON, TEXAS

1.8 million-square-foot, four-building Class “A” office complex. Building is ENERGY STAR[®] labeled. Owner: TIAA-CREF

- Four Oaks Place is a 1.8 million-square-foot Class “A” office complex in Houston’s Galleria submarket.
- At the time Transwestern assumed sponsorship of Four Oaks Place, the project was 89% leased, with quoted rental rates of \$12.00 NNN.
- Through various programs, in addition to cost-effective capital improvements to the auditorium, conference facility and cafeteria, Transwestern elevated the status of the project and effectively repositioned it at the top of the Houston Galleria market.
- Four Oaks Place is currently 99% occupied, with quoted rental rates of \$25.00 NNN - more than a 100% increase in net rates from takeover.

CASE STUDY: MIAMI INTERNATIONAL COMMERCE CENTER



MIAMI INTERNATIONAL COMMERCE CENTER - MIAMI, FLORIDA

2.8 million square foot, 30 building office park.

- The 2.8 million-square-foot 30-building Miami International Commerce Center was the first major industrial park in Miami’s bustling Airport West Industrial market.
- Upon takeover, park vacancy stood at 20%, double that of the market, with asking rental rates 20% below market average.
- Transwestern worked to reintroduce the park to the brokerage community and implemented a three-pronged marketing campaign focusing on the “3Rs” - Recognition, Retention and Responsiveness.
- Within 18 months the team and ownership increased occupancy to 95% at the project while increasing lease rates by 20%.