



## **Garnett Experience & Successes Representing Landlords**

**Jack L. Garnett, CCIM** has 40 years of experience in commercial real estate. He has represented Landlords and Tenants, Sellers and Buyers, providing him with better insight into negotiating the key elements of a real estate transaction. The following are examples of Buildings and Tenants that Garnett has successfully completed lease deals with while representing Landlords:



### **The Quadrant at Southpoint**

<b>TSYS/Synovus</b>	<b>15,511 sf</b>
<b>GTE Data Services</b>	<b>22,072 sf</b>
<b>RS&amp;H Architects</b>	<b>44,581 sf</b>
<b>Xerox</b>	<b>11,894 sf</b>

### **North Regency Executive Park**

<b>Hamburg Sud</b>	<b>23,082 sf</b>
<b>Covent Bridge USA</b>	<b>20,649 sf</b>
<b>Dole Food Company</b>	<b>5,900 sf</b>
<b>MMR/Team Health</b>	<b>17,103 sf</b>
<b>Norton Lilly International</b>	<b>8,378 sf</b>



### **76 South Laura Street**

<b>Jacksonville Electric Authority</b>
<b>The Energy Authority</b>
<b>11,291 sf</b>
<b>Palmer &amp; Cay Insurance</b>
<b>8,580 sf</b>



## Garnett Experience & Successes Representing Landlords



### 100 Laura Street

**The Jacksonville Bank  
Head Quarters & Downtown Branch  
15,000 sf**

**Gold's Gym  
Downtown Athletic Club  
22,300 sf**

### The Quadrant at Southpoint

<b>Proctor &amp; Gamble</b>	<b>5,600 sf</b>
<b>Allstate</b>	<b>4,171 sf</b>
<b>Verizon</b>	<b>7,912 sf</b>
<b>Chrysler Credit Corp.</b>	<b>3,386 sf</b>



### North Regency Executive Park

<b>Hamburg Sud / Maersk Line</b>	<b>23,082 sf</b>
<b>Crowley Maritime Champion</b>	<b>23,082 sf</b>
<b>Covent Bridge</b>	<b>20,649 sf</b>
<b>Ameri-Force Mgt. Svcs.</b>	<b>20,990 sf</b>
<b>Circle K Corp.</b>	<b>11,147 sf</b>



## **Garnett Commercial Real Estate, Inc.**

**7807 Baymeadows Road East, Suite 405, Jacksonville, FL 32256**

**904-855-8800 / [jgarnett@ccim.net](mailto:jgarnett@ccim.net) / [www.jackgarnett.com](http://www.jackgarnett.com)**

**A Licensed Florida Real Estate Broker**



## **Landlord Representation Services**

### **Key Objectives of an Organized Leasing Process**

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**Garnett Commercial** will provide for and guide Client's Property through an **Organized Leasing Process**. We will help the Client navigate the following key elements of the Leasing Process:

#### ➤ **Prospect Identification**

- Garnett Data Base of Tenants.
- List Property on JackGarnett.com, CoStar.com, Crexi.com and other sites.
- Property Signage.
- Quarterly Broker E-Mail.
- Provide information to the Chamber and Jacksonville Economic Development Professionals.
- Cold Calling competitive properties in the sub-market.
- Possibly request funding for Direct Mail piece to businesses in area zip codes.
- Possibly request funding for print advertising in the future.

#### ➤ **Pre-Qualification**

Whenever possible, we gather detailed information about the Tenant prospect and their needs prior to the site visit. This includes asking questions about the following Tenant and deal related issues:

- Tenant name, business sector and use of space.
- Tenant credit worthiness.
- Size requirement and expansion needs.
- Type of space and tenant improvements needed (office intensive, open landscape, special requirements, etc...).
- Lease term.
- Occupancy timeframe.
- Number of employees (parking requirements).

The answers to these questions may dramatically affect whether our vacancy fits their needs, the level of Landlord out of pocket expenses we are willing incur or whether we want to do business with them at all.

#### ➤ **Warm Up – Rapport**

This initial investment of time will give us a feel for structuring the overall presentation. (Some prospects only want the facts, while others will be more comfortable with a casual discussion during the presentation.)

#### ➤ **Marketing Materials**

Typical marketing materials include:

- Color photographs of the Building.
- Location Map.
- Building information outline.
- Detailed description of building improvements.
- Building Ownership information (optional).
- As-built space plans.
- Aerial photograph.

#### ➤ **Site Visit Agenda**

First define the time you have for the presentation.  
Is the decision maker present?



Have marketing materials for each person present if possible.  
Get answers to the above noted questions if not secured during Pre-qualification.  
Work features and benefits of the property into the conversation.  
Sell the three quality issues:

- Quality of the Product (Building and its attributes).
- Quality of Service (Property Management and Maintenance Staff).
- Quality of Ownership (Financial Stability and Commitment to keeping the facility at the class “A” level.)

Show our vacancy and how it fits the client’s requirements.

Attempt to get the prospect to mentally space plan the space (brainstorm placing individuals or departments in areas as you walk through) (ask questions that lead to this).

Share expectations (theirs and the Landlords).

Trial Close – Will our space be included on the short list or make the proposal stage?

Offer space planning if necessary to show that space can fit their needs (optional).

Ask if there is anything that we have missed or any questions that have gone unanswered?

#### ➤ **Follow Up**

Provide a written follow up to the Client Prospect and or Broker if possible.

Provide answers to any Client Prospect questions that we were unable to answer during the site visit.

Follow up telephone contacts weekly with the Client Prospect and or Broker.

Make every attempt to be short-listed and or make it to the proposal stage.

#### ➤ **Proposal Stage**

Secure Request for Proposal document if available.

Define required tenant improvements (space plan if necessary).

Price tenant improvements in order to clearly define Landlord costs (may require Landlord involvement).

Draft proposal and deal financial analysis for Landlord approval.

Deliver proposal to Client Prospect or Broker.

Follow up.

Negotiate as necessary.

#### ➤ **Lease Document Stage**

Provide copy of Proposal Summary or Letter of Intent to Lease to Landlord’s Attorney.

Assist and manage process of drafting Lease document.

Deliver Lease document to Client Tenant or Broker.

Assist in negotiations of Lease language as necessary.

#### **Close the Deal.**

#### ➤ **Delivery of Premises**

Assist as necessary in the delivery of the Premises and required monitoring of tenant improvements.

Assist as necessary with Tenant move in issues.

Follow up after Tenant move in to clear up any remaining issues and make sure Tenant is satisfied.

**The Overriding Objective will be to Create as Many Opportunities as Possible for the Clients Property.**

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## **Jack L. Garnett, CCIM**

### **Transactions in recent years:      Landlord Representation**

Garnett has been involved in a high volume of transactions occurring in the Jacksonville, Florida and Southeastern markets in recent years. These transactions include investment sales, build to suit development, 1031 exchanges, land sales, leasing and tenant representation.

<b><u>Deal</u></b>	<b><u>Size</u></b>	<b><u>Transaction \$</u></b>	<b><u>Deal Type</u></b>
<b>Total System Services</b> (a division of Synovus Financial) Quadrant II	15,511 sf	\$2,503,159	Office Lease Landlord Rep.
<b>GTE Data Services</b> Quadrant II	22,072 sf	\$1,018,288	Office Lease Landlord Rep.
<b>Union Camp Corporation</b> North Regency One	10,543 sf	\$635,400	Office Lease Landlord Rep.
<b>Reynolds Smith &amp; Hills</b> Quadrant I	44,581 sf	\$4,368,938	Office Lease Landlord Rep.
<b>Cameron Ashley, Inc.</b> 5220 U.S. 1 North	66,700 sf	\$743,705	Industrial Lease Landlord Rep.
<b>The Jacksonville Bank</b> 100 Laura Street	15,000 sf	\$3,240,050	Office Lease Landlord Rep.
<b>State of Florida Dept. of Insurance</b> 9000 Regency Square Blvd.	6,319 sf	\$379,150	Office Lease Landlord Rep.
<b>Reinsurance Management</b> North Regency One	13,720 sf	\$432,050	Office Lease Landlord Rep.
<b>JEA – The Energy Authority</b> 76 S. Laura Street	11,291 sf	\$707,950	Office Lease Landlord Rep.
<b>Anteon Corporation</b> 1541 Main St., Atlantic Beach	6,865 sf	\$299,492	Industrial Lease Landlord Rep.
<b>Gator's Dockside</b> Baymeadows Festival S.C.	8,109 sf	\$344,525	Retail Lease Landlord Rep.
<b>Xerox</b> Quadrant II	11,894 sf	\$929,250	Office Lease Landlord Rep.
<b>Palmer &amp; Cay Insurance</b> 76 S. Laura Street	8,580 sf	\$718,150	Office Lease Landlord Rep.
<b>Crowley Maritime</b> North Regency One	23,082 sf	\$1,362,700	Office Lease Landlord Rep.
<b>Gold's Gym Downtown Athletic Club</b> 100 Laura Street	22, 300 sf	\$2,409,875	Retail Lease Landlord Rep.



<u>Deal</u>	<u>Size</u>	<u>Transaction \$</u>	<u>Deal Type</u>
<b>General Dynamics</b> 1541 Main St., Atlantic Beach	5,462 sf	\$205,569	Industrial Lease Landlord Rep.
<b>Logistics Services International</b> Westland One	16,043 sf	\$320,613	Office Lease Landlord Rep.
<b>Ford Motor Credit</b> North Regency One	7,211 sf	\$540,825	Office Lease Landlord Rep.
<b>Allstate</b> Quadrant II	4,171 sf	\$227,862	Office Lease Landlord Rep.
<b>Morgan &amp; Partners</b> Quadrant II	7,328 sf	\$637,943	Office Lease Landlord Rep.
<b>Chrysler Credit Corp.</b> Quadrant I	3,386 sf	\$313,205	Office Lease Landlord Rep.
<b>Archer Western</b> 11491 Columbia Park Dr. W.	4,950 sf	\$119,395	Industrial Lease Landlord Rep.
<b>Dole Food Company</b> North Regency One	5,900 sf	\$442,500	Office Lease Landlord Rep.
<b>Verizon</b> Quadrant II	7,912 sf	\$731,850	Office Lease Landlord Rep.
<b>Hamburg Sud</b> North Regency One	23,082 sf	\$1,508,050	Office Lease Landlord Rep.
<b>Proctor &amp; Gamble</b> Quadrant I	5,600 sf	\$499,999	Office Lease Landlord Rep.
<b>Champion International</b> North Regency One	12,014 sf	\$965,430	Office Lease Landlord Rep.
<b>EMSI / Merrill</b> North Regency One	20,990 sf	\$1,626,725	Office Lease Landlord Rep.
<b>MMR/Team Health</b> North Regency One	17,103 sf	\$1,242,100	Office Lease Landlord Rep.
<b>Covent Bridge USA</b> North Regency One	20,649 sf	\$3,820,065	Office Lease Landlord Rep.
<b>Ameri-Force</b> North Regency One	9,968 sf	\$804,019	Office Lease Landlord Rep.
<b>ITL Holdings</b> North Regency One	4,992 sf	\$401,200	Office Lease Landlord Rep.
<b>Tecnico Corp.</b> 1543 Main St., Atlantic Beach	9,856 sf	\$295,680	Industrial Lease Landlord Rep.