

LEASING AND MARKETING SERVICES BEST PRACTICES

In addition to our full range of property management services, Cambridge Properties, Inc. provides an effective leasing and marketing program to lease available spaces and promote tenant relationships and retention.

Following is a list of our Leasing and Marketing Best Practices for successful retail leasing.

Tenant Relationships

- Strong tenant relationships paying close attention to tenant issues and providing reliable communication.
- Maintains a high retention level among its tenants.
- Provides continuous communication and exchange of information with tenants through website interface, direct telephone lines, and email.
- Continually guides and assists tenants through the entire leasing process, from the letter of intent to move-in coordination.

Tenant Lease Agreements

- Manage lease negotiation from the letter of intent through final lease preparation. We typically negotiate lease terms and prepare final lease documents for execution.
- Close attention to all landlord and tenant lease terms to effectively negotiate the lease agreement.
- Prepare custom prototype lease agreements for each shopping center that addresses exclusive rights, anchor tenant requirements and other property-specific terms.

Market Analysis

- Use of demographic software and database applications to accurately summarize and present reports of current and projected population, and household income levels in specific trade areas.
- Effective market presentations using aerial photographs with site plan overlay. These also include major residential, office and other demand generators.
- Maintain competitive market reports of available spaces and lease rates for competing shopping centers in each trade area.

Tenant Solicitation and Prospect Marketing

- Maintain an up-to-date website (www.cambridgeprop.com) with current market demographics, aerial photographs, traffic counts and site plans for each property. Broker and tenant prospects can view and download detailed property information

brochures and also submit inquiries directly to our Leasing Department regarding available space.

- Send periodic email blasts to tenants and brokers designed to highlight a specific center with space available for lease. This has proven to be a very effective means for targeting appropriate tenant and broker contacts.
- Web-based contact management application for generating prospect lists. This database is updated each quarter and contains thousands of retailers, contact information, expansion plans, space requirements and more. This system customizes prospect lists to meet the specific criteria needed to lease space and contains email blast capabilities.
- Shopping center signage is displayed prominently on the site and within windows of each available space to inform drive-by prospects.

Tenant Improvement Management & Move-In Coordination

- Proactively work with tenants to coordinate architectural plans, permitting, upfit construction, signage approval, certificate of occupancy, and final move-in.
- Monitor the required terms for lease commencement including landlord/lender insurance certificates, lien waivers, lease commencement agreement, complete set of approved tenant upfit plans, and disbursement of tenant upfit allowance.