

# RE A190: LEASING OF COMMERCIAL PROPERTIES

Item	Value
Curriculum Committee Approval Date	10/20/2021
Top Code	051100 - Real Estate
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S), • Pass/No Pass (B)

## Course Description

Planning, evaluating and negotiating of leasing techniques, protocol for commercial properties including retail, office, industrial and apartment rentals. ADVISORY: RE A110. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Negotiate a commercial lease.
2. Write a business plan for a shopping center or a commercial business.
3. Construct a rent roll for commercial properties.

## Course Objectives

- 1. Apply principles of leasing for commercial real estate.
- 2. Analyze rent rolls and determine calculations for percentage rent.
- 3. Explain commercial real estate leases to clients.
- 4. Explain CAM (common area maintenance) triple calculations to clients.
- 5. Identify architectural design of class A, B, C office buildings, regional, community and outlet shopping centers.
- 6. Evaluate the commercial real estate market.
- 7. Apply principles of business development, planning and operations for commercial real estate.
- 8. Compare and contrast the value of commercial real estate for clients.
- 9. Synthesize marketing, merchandising and e-commerce of retail properties.

## Lecture Content

Introduction A history of commercial real estate Introduction to commercial real estate. Current Trends in the leasing of commercial properties. Sociological and economical demands determined by the changing dynamics of the commercial real estate market. Land use and Planning 2. Overview a. Leasing overview b. Lease management c. Lease administration d. Lease language e. Scope, budget and schedule development f. Portfolio analysis and strategy g. Offers, leases, letters

of intent, subleases and critical clauses Data Base Management Excel Act CoStar ( Instructor has subscription) SmithGuide (Instructor has subscription) MLS (Instructor has subscription) GIS (Interdisciplinary software) Powerpoint Negotiation and Selling Techniques Understanding and negotiating rents and income development, taxes, operating costs. Assignments and Subletting Restrictive, radius, use and exclusive clauses Operating Covenants Rent roll and percentage rents CalculateCAM(common area maintenance) and triple net. Competition Analysis Prospect Qualification Transaction Execution Financial Calculator Skills Marketing, E-Commerce , merchandising of retail properties Developing marketing plans targeted to retail tenants. Developing merchandising strategies that demonstrate the viability of the tenant mix. Developing trade show strategies for industry conventions/conferences. Developing internet communication strategies for building tenant relations Deal Structure and Analysis Subordination, non-disturbance, attornment agreements and bankruptcy. Overview of commercial real estate law Contracts Lockouts Investment Highlights, Analysis and Valuation of Real Estate Financing Commercial Investment Real Estate f. Master PlannedBusinessPark Tenant Improvements Renovations and new construction Operations Review Performance reviews, benchmarking and policy and procedure services Owner s representative services, contract administration and team coordination Technical review of property Working with Cities and Redevelopment Agencies Developing business plans with a vision for distressed properties Eminent Domain Licenses, zoning, permits Economic Development Valuation Analysis Financial Management Urban In Fill and Transportation Mixed Use Developments City Planning Departments Architectural designs Employment Population and Demographics Orange County Economic Overview

## Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

## Instructional Techniques

Student mastery of writing a leasing proposal and a group project developing/writing a business/marketing plan.

## Reading Assignments

Student mastery of writing a leasing proposal and a group project developing/writing a business/marketing plan.

## Writing Assignments

Student mastery of writing a leasing proposal and a group project developing/writing a business/marketing plan.

## Out-of-class Assignments

Student mastery of writing a leasing proposal and a group project developing/writing a business/marketing plan.

## Demonstration of Critical Thinking

Student mastery of each course objective will be assessed (evaluated). Methods of evaluation may include analytical projects such as detailing a business lease proposal for a client as well as essay, short answer and multiple choice examinations. A group term project such as a business plan for a city redevelopment agency or a marketing/business plan for a client.

### **Required Writing, Problem Solving, Skills Demonstration**

Student mastery of writing a leasing proposal and a group project developing/writing a business/marketing plan.

### **Other Resources**

1. Handouts to be provided and distributed by the instructor.