



CORPORATE CAPABILITIES

**COMMERCIAL
CAROLINA** 
INNOVATIVE REAL ESTATE SOLUTIONS

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Commercial Carolina Corporation is a full service commercial real estate firm specializing in North Carolina innovative real estate services for over 30 years.

The firm's multi-market coverage provides a unique perspective not offered by other firms in the region.

Commercial Carolina has been chosen by national, regional and local clients to advise and execute office, industrial and retail real estate strategies on their behalf.

COMMERCIAL CAROLINA CORPORATION

Founded in 1991, Commercial Carolina Corporation is the premier real estate services provider in the Carolinas.

- North Carolina offices in Charlotte, Raleigh, and Greensboro/Winston-Salem
- 18+ brokerage professionals who are experts in their respective local markets
- One of the largest and oldest brokerage firms operating in all three major markets in North Carolina.

COMPLETE COVERAGE OF NORTH CAROLINA



BROKERAGE

OFFICE LANDLORD REPRESENTATION

For landlords, our brokerage professionals develop strategies to enhance the value of a real estate asset through four key elements: positioning the product in the marketplace, identifying suitable prospects, creating customized marketing strategies and tools and managing all of the steps associated with the leasing process.

Our Landlord Representation services include:

- product positioning
- creation of marketing strategies and tools
- target marketing to suitable prospects
- leasing negotiations
- post-leasing services

Our Landlord Representation team evaluates market conditions, including tenant relocations, levels of occupancy in a target area, rental rates, proposed development and other real estate trends and develops a comprehensive positioning and leasing program for the property. As a result of our experience with Tenant Representation, we are able to better understand tenants' needs and thus position and lease properties for landlords more effectively.

AGENCY LEASING

We deliver superior agency leasing results to our clients through the assembly of a team of landlord leasing experts from our brokerage, asset and advisory service groups. Clients benefit from a full spectrum of commercial leasing services, including strategic asset planning, marketing and leasing, market intelligence, and customized accounting and tenant retention programs.

Working in partnership with our clients, we develop strategic solution-based plans for each asset that are supported by superior transaction execution, as well as timely, thorough and accurate documentation processes. Our professionals also develop custom research systems and standardized reporting systems based on the needs of each property.

CAPITAL MARKETS

PRIVATE CLIENT GROUP

The Private Client Group focuses on innovative real estate capital solutions for owners, investors and users of real estate. CCC's Private Client Group specializes in handling single property or portfolio sales or purchases of investment property up to 20,000,000 dollars in property value, anywhere in the United States or globally. With our intimate knowledge of local markets throughout the Carolinas, our Private Client Group provides optimal client solutions by crafting innovative ways to bring together real estate buyers and sellers with the capital markets.

Our Private Client Group has broad based real estate expertise including multifamily, industrial, retail, office, medical and assisted living properties. Our Group is uniquely positioned to bring invaluable, real-time market knowledge and insights to our clients. Our Group has assisted clients around the world with both large portfolio dispositions and single asset sales. In meeting our clients' needs, our Group's real estate professionals utilize a highly coordinated marketing process, standardization and comprehensive market coverage and saturation to achieve the goals of our clients.

INVESTMENT SALES

The Investment Sales division is the preeminent provider of real estate capital solutions for owners, investors, and users of property. With unsurpassed reach in the global capital markets, and intimate knowledge of real estate fundamentals the Investment Sales division provides optimal client solutions by crafting innovative ways to bring together real estate and capital markets. During 2005, more than \$35 billion in capital assignments were completed.

In the U.S., the Investment Sales division includes specialists in Multifamily, Retail, Industrial, and Hotel & Hospitality sectors. These specialists are uniquely positioned to bring invaluable, real-time market knowledge and insight to clients. The division assists clients nationally with both large portfolio disposition and single-asset sales, through a highly coordinated marketing process, standardization, and broad-based market coverage from experienced, responsive, and innovative professionals.

INDUSTRIAL

INDUSTRIAL LANDLORD REPRESENTATION

We achieve industrial real estate excellence for our clients by providing an unsurpassed combination of talent, experience, and resources across North and South Carolina.

Our industrial transaction professionals offer a comprehensive range of services, including:

- Facility, site, and land acquisition and disposition
- Lease or sale negotiations based on local market knowledge and current trends
- Lease Renewal and Sublease negotiations
- Incentives negotiation
- Build-to-suit analysis and planning
- Structuring of Sale / Leaseback opportunities

These value-added services are applicable to any of the diverse product types categorized as industrial buildings, from manufacturing plants and traditional warehouse/distribution facilities to more specialized research and development facilities, warehouse/showroom ("flex") space, and high-tech laboratories.

INDUSTRIAL LANDLORD REPRESENTATION

For landlords, our brokerage professionals develop strategies to enhance the value of a real estate asset through four key elements:

- 1) positioning the product in the marketplace
- 2) identifying suitable prospects,
- 3) creating customized marketing tools, while
- 4) managing the process and communicating all of the steps associated with marketing and leasing program.

Landlord representation services include:

- product positioning
- creation of marketing strategies and tools
- target marketing to suitable prospects
- lease negotiations
- post-leasing services

Our integrated Six Phase process ensures tenants meet their objectives. We analyze each tenant's business objectives and match them with the optimal real estate solution. Services for relocations, consolidations, subleases, acquisitions, and dispositions include strategic planning, demographic and site consulting, comparative financial analysis, construction, and post-occupancy services.

SUPPLY CHAIN

With Global Supply Chain Solutions (GSCS), we help corporations, institutional owners, developers, REITs, logistics providers, transportation companies, and other entities attain peak effectiveness by focusing on upstream business issues and related factors and then providing strategic, comprehensive solutions. From manufacturing and transportation to warehousing and delivery of product to retail and other outlets, our solutions help you to improve speed to market, provide cost and risk reduction, and maximize location and labor requirements.

RETAIL SERVICES

OWNER REPRESENTATION SERVICES

We create maximum asset value by positioning the property in the marketplace, identifying suitable prospects, creating customized marketing and financial strategies, and managing all steps associated with leasing, among other services.

Agency Leasing Our leasing agents develop a strategic asset plan for each client property or portfolio. The plan details strategies to attract, retain, and meet the needs of tenants.

Portfolio Leasing We provide multiple-market retail property owners with coordinated marketing and leasing. This strategy leverages the entire retail property portfolio, thereby increasing overall retail community exposure.

Investment Sales We formulate and execute real estate transactions that help clients to achieve specific cash flow and financial statement objectives, promote efficient use of capital and credit resources, and mitigate tax burdens.

Valuation Our expert valuation team helps clients make decisions regarding risk assessment, investment options, capital allocation, and redeployment opportunities.

TENANT REPRESENTATION SERVICES

Whether you are considering entry in a new market, expanding in an established one, or planning a new store location, our professionals match each tenant's business objectives with the optimal property solution.

Strategic Planning We evaluate and identify socioeconomic and demographic data; transport and accessibility; pedestrian flow; tourist counts, existing distribution networks; store size factor in sales productivity; gross occupancy cost analysis; and urban and suburban expansion considerations, among other factors.

Site Selection & Acquisition Potential locations are thoroughly evaluated and ranked according to strategy and planning phase benchmarks.

Site Disposition Services include initiation of landlord negotiations; property positioning and marketing; document preparation and distribution; updating of national databases; offer solicitation and review; and contract negotiation and execution.

Portfolio Administration Our Web-based, fully integrated, customized real estate portfolio and facilities management solution includes portfolio management functions, client relationships/ account management, and real estate consulting services, as well as customized reporting and operating cost benchmarks.

TENANT REPRESENTATION

Our integrated resources help tenants meet their objectives in major markets and locations. We analyze each tenant's business objectives and match them with the optimal real estate solution. Services for relocations, consolidations, subleases, acquisitions, and dispositions include strategic planning, demographic and site consulting, comparative financial analysis, construction, and post-occupancy services.

In addition, our Transaction Consulting Group partners with our brokerage professionals to structure and execute tenant representation assignments. With backgrounds in leasing, investment banking, and asset management, the group supports our brokerage professionals with strategy development, financial analysis of alternatives.