

n3
property profitability program

trinan
commercial real estate services

A Single Focused Effort

Trinan is a premier property management and full service leasing firm focused on the bottom line profitability of our client's properties. We have consolidated our management and leasing platforms into a single focused division as we understand the synergies required between the two disciplines and believe that each is vitally necessary to the success of every property. Our program commences with a detailed systematic evaluation of each property that allows Trinan to formulate profit objectives and set timeline expectations for our clients. Trinan then begins meeting property objectives through a series of distinct actions involving both management and leasing efforts. Our client's are consistently updated on the progress towards our property goals at predetermined time points and stages. Trinan believes that property profitability is a continuous ambition that demands effort, vision, innovation, and tremendous dedication by a real estate firm. Trinan's single purpose is to make your real estate profitable.

trinan

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Achieving Maximum Profits

Evaluation

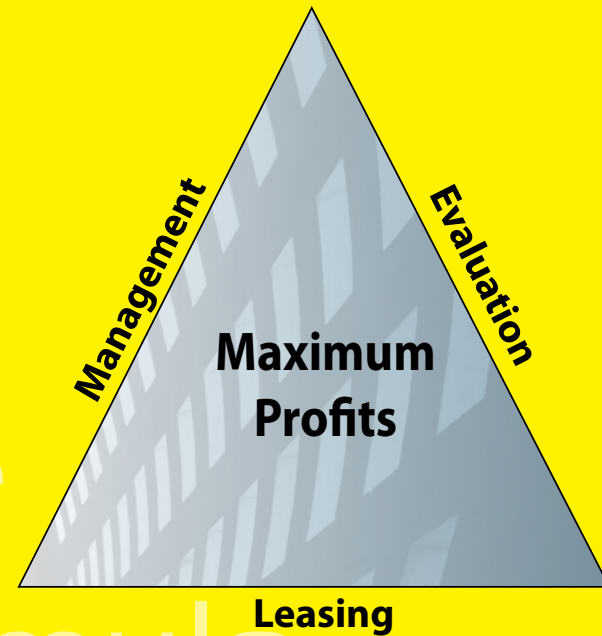
Trinan evaluates each properties income, expenses, and market position in an effort to set proper profit objectives and time frames.

Management

Trinan manages each property towards the profit objects carefully determining the best course of action in achieving cost savings without loss of functionality.

Leasing

Trinan utilizes several marketing strategies along with persuasive negotiating tactics to achieve maximum yield on every lease.



Evaluating a Property

A thorough assessment of each client's property is essential in the development of a strategic financial plan. It is impossible to move forward in a deliberate direction without first having a detailed understanding of where you are and where exactly you plan to go. Trinan is adept at evaluating property by identifying realities and subsequent opportunities in the three main dynamics that affect the profitability of a property; Expenditures, Income, and Marketplace.

Expenditures

Trinan analyzes the current operating costs of each property to uncover potential savings opportunities. We evaluate all fees associated with the property including taxes, insurance, property management, common area maintenance, leasing commissions, and extraordinary expenditures. Trinan compares the current costs of operations to our model of pricing to determine which areas can be improved. The findings are used to calculate an estimated savings amount that can be achieved through an alliance with Trinan and to set a framework for management procedures moving forward.

Income

While management increases profits through a series of sound spending decisions, leasing increases profits through advantageous rental transactions resulting in more income. Trinan methodically evaluates the current leasing strategies of each property. This includes review of the advertising vehicles being utilized, the presentation of the property through marketing materials, sales techniques of the current leasing company, and any extraordinary or grass roots promotion campaigns being employed. Our goal is to uncover opportunities for improved methods that will result in faster more lucrative lease-ups. Much like our evaluation of expenditures results in a management framework; the income evaluation is used to develop an improved strategic leasing plan for the property.

Marketplace

Trinan recognizes that a complete understanding of the current marketplace is crucial in setting and executing profitability goals in commercial real estate. We have a firm grasp on the rental rates, abatement periods, and tenant improvement allowances that we are competing against in the market with each property we represent. Additionally, we know where to obtain competitive pricing in all third party transactions including vendor dealings, maintenance items, insurance coverage, and potential tax savings. This knowledge allows Trinan to effectively address the shortcomings of each property and to return each to maximum profitability in any market conditions.





Targeted Management

In order to reach the financial goals of our client, Trinan manages each property with a profitability focus by continuously evaluating ways to increase income while reducing costs. Our management strategies follow the plan protocol first determined during our evaluation of the property. Furthermore, Trinan is committed to keeping our clients fully involved in the management process through an array of contact methods and scheduled meetings. Trinan is dedicated to the profitability of each property and utilizes a structured yet evolving management strategy to keep costs low and income high throughout changing economies and markets.

In an effort to meet each client's specific needs, Trinan provides a range of management options from full-service property management to modified and customized services as determined by the client's requirements. Our services include:

Accounting

Transition

Consultative

Oversight

Relations

Add-On Services

Targeted Management

Accounting

- Client, Property, Suites, Tenants and Vendors
- Operating Banking Accounts
- Percentage Rents/Gross Sales Revenue Administration
- Collections – Calls, Notices and Defaults
- Timely Depositing of Funds
- Accurate Accounting
- Generation of Monthly Tenant Statements
- Payables Review, Approval and Processing
- Payment of Mortgages, Taxes, Insurance
- Monthly Sales Tax Payment
- Monthly Reporting Package
- Maintain Property, Tenant and Financial Files
- Annual Budget Preparation
- Annual CAM Reconciliation
- Generation of 1099's

Transition

- Establishing Communication Method and Protocol
- Accumulation of Information for Transition
- Transition of Vendors
- Transition of Utilities
- Transitioning Sales Tax Licenses (State and City)
- Preparation of Property Inventory Report

Consultative

- Learning of Client's Needs and Goals
- Abstraction of Leases
- Lease Administration
- On-going Recommendations to Client

Oversight

- Ongoing Property Inspections
- Preparation of Vacant Units
- Review and/or Establish Vendor Service Contracts
- Lease Enforcement
- Tenant Insurance Tracking and Administration
- Vendor Insurance Tracking and Administration
- Establishing Preventative Maintenance Programs
- Executing Needed Property Services
- Handling Tenant Calls and Needs
- Generation and Follow-up on Work Orders

Relations

- Continuous Tenant Interaction
- Vendors Meetings to Ensure Standards, Services, and Competitive Pricing
- Prompt Response to Client, Tenant and Property Needs
- Emergency Response

Add-On Services

- Full Leasing Services to Ensure Timely Filling of Vacancies
- Tax Appeal Consultation
- Handling of Renewals
- TI Oversight
- Construction Oversight
- Estoppel Administration
- Customized Reporting
- Due diligence Assistance
- Receiverships
- Rehab Assistance

Detailed Leasing

Trinan utilizes much of the information gathered during our initial property evaluation to begin our execution of the strategic leasing plan. We are focused on delivering to the property the highest quality tenants at the best available terms, as we know the viability of every property is depending upon the financial strengths of the leases in place. Trinan segments the leasing process into five distinct categories.

Market Research
Site Evaluation
Tenant Profiling
Marketing
Lease Closing



detailed
leasing

Detailed Leasing

Market Research

The market research should take place before any other step in the leasing project. If you do not know the condition of the submarket in which you are competing, you cannot effectively strategize the leasing of your property. Trinan evaluates several market trends including the current price range of properties being offered for lease, the availability of space in the immediate area, the absorption rate of the property type within the market, the position of competing centers, and the demographics within a five mile radius. All of this information is necessary in developing a leasing plan that will foster a predictable and successful outcome.

Site Evaluation

Trinan performs a thorough site evaluation for every property prior to the commencement of any leasing activities. During the visit, we assess the property features and functionality to determine the qualities that will help in the marketing of the property. Trinan also reviews the current tenant mix to ensure we do not waste marketing efforts on tenants that will be unable to compete in the property. Trinan analyzes the rent schedule to reveal any future rollovers that may affect space availability either positively or negatively. Finally, Trinan inspects each available space to ascertain the layouts, attributes, and dimensions to conclude our assessment.

Tenant Profiling

With any productive marketing campaign it is vital that you identify your target audience. The same is true with the marketing of commercial space. Trinan takes tremendous efforts to ensure that our property marketing is direct and effective by first determining our target. This is accomplished through a comprehensive tenant profiling process. Effectively profiling a commercial property requires a diverse knowledgebase of the market. Using the demographics, space specifications, co-tenants, and desired lease economic; Trinan narrows the field of potential tenants from our database of several thousand, to a targeted list of several hundred. Trinan is then able to design a customized marketing program based upon the desires of the probable tenants.

Marketing

During our years in the market, Trinan has determined that the most effective marketing method in leasing is direct sales. Our primary sales technique is one-on-one conversations with decision makers. Whether we converse face to face or via telephone, the focus of our agent is to detail select attributes of the space to the tenant based upon the known desires of the prospective and a request for a formal meeting at the property is extended. The conversation is followed by a targeted email that includes a detailed marketing package on the property and confirmation of scheduled site tour. In addition to the preferred method of direct sales, Trinan also engages in traditional marketing strategies including internet, email campaigns, broker to broker marketing, and property signage. Additionally, Trinan always designs a comprehensive marketing package for each property that is utilized in several stages of the marketing campaign. Our graphics department is well versed in creating first class marketing pieces that include the multitude of items researched during our profiling stage and appeals to the tenant types we have profiled. Through all means available, Trinan identifies desirable tenants and proactively recruits them.

Lease Closing

The closing phase of the lease cycle begins with client site tours. When a potential tenant visits a space, they have begun the process of visualizing their business in the property. Trinan uses this time to uncover potential objections in an open forum and address them, promote the features of the property related to the tenants needs, and successfully guide the process towards a formal negotiation. Trinan is available for property showings seven days a week and also works with tenant contractors to allow quick access to space for bidding and planning purposes. Negotiations commence with a Letter of Intent. Trinan presents each offer to our client expeditiously accompanied by our opinions of the proposal. We work through this phase always towards the financial benefit of our client in both verbal and written communications. Upon a meeting of the minds of the general lease terms, a formal lease is prepared. Again, Trinan is actively involved in the final negotiation process constantly focused on final lease execution. Trinan remains the landlord's ambassador beyond delivery of the space to the tenant. We remain an active participant in the ongoing relationship between each tenant and our client to ensure the most financially productive relationship for our landlord.

Executive Biographies

Kevin Barr

Partner

Mr. Barr is a Co-Founder of Trinan. Mr. Barr has over 18 years of real estate and capital experience. Beginning his career in 1991, Mr. Barr worked for a diverse group of prominent Wall Street brokerage houses. During his earlier career, Mr. Barr served as an investment advisor to high net worth individuals where he built a large client portfolio containing primarily executive officers from leading Fortune 500 companies and large institutions. Mr. Barr rapidly ascended from investment advising into corporate finance and applied his abilities to raising capital for corporations, hedge funds, unit investment trusts, and real estate investment trusts through private placements and initial public offerings. Mr. Barr transitioned to commercial real estate in early 2001, where he successfully built Trinan aggressively by positioning it within the commercial markets. By utilizing established relationships with firms including JP Morgan, Credit Suisse, Goldman Sachs, and other global financial institutions, Mr. Barr has successfully structured billions of dollars in real estate transactions with Trinan.

As a Partner, Mr. Barr has utilized his immense talents of foreseeing economic movements to effectively place Trinan's clients ahead of the market curve. Mr. Barr represents private clientele in all spectrums of the Trinan business model. Mr. Barr is a mandate for several large institutions and funds on asset acquisitions, as well as an exclusive representative for numerous private real buyers. Mr. Barr possesses extensive experience in leasing, management, acquisition/disposition real estate, structured capital, equity placement, and commercial development.

Adam Field

Partner

Mr. Field is a Co-Founder of Trinan. Mr. Field has over 11 years of executive real estate and capital experience. Within Trinan, Mr. Field initiates and manages innovative rehabilitation strategies for exclusive clientele centered in management and leasing tactics. Mr. Field has structured numerous leasing transactions with entities including, Papa John's Pizza, Cox Cable, Washington Mutual, Jackson Hewitt Tax Service, CMG, Goodwill Industries, and Sir Charles Barbeque. Mr. Field has vast experience in several property categories including retail, office, industrial, multifamily, raw land, and residential.

Mr. Field received his Bachelor of Science in Business Marketing from Arizona State University in 1997. At Arizona State he served as the College of Business Senator in the Associated Students of Arizona State University as well as the Vice President of Philanthropies for the Arizona State chapter of the American Marketing Association. Post graduation, Mr. Field built his career in commercial real estate services within institutional services and possesses extensive experience in numerous aspects of real estate including acquisitions, dispositions, landlord representation, tenant representation and capital structures.

Mr. Field holds an active Real Estate Broker's license in the State of Arizona.