

# CATERPILLAR

## TENANT REPRESENTATION Caterpillar

### SERVICES

Strategic Relocation Planning (SRP) is a system designed by The Conte Team. This system was used to benefit Caterpillar Marine by providing Real Market Leverage between real estate alternatives well ahead of their lease expiration.

### SITUATION/PROCESS

- Caterpillar Marine occupied 45,000 square feet with a very large and savvy local landlord. CAT's business was stable and they wanted to achieve market lease terms just as if they were a new tenant in the market. Caterpillar's credit is stellar.
- The Conte Team was engaged 18 months prior to lease expiration to ensure that CAT could move if the landlord didn't source up a market deal.
- A detailed relocation time line was created and target dates were established for various criteria.
- A two county property search was conducted, a tour ensued and two alternative spaces were targeted. Request For Proposals were sent to the two prospective landlords and the incumbent landlord.
- Request For Proposal's were sent out to all the prospective landlord's including the incumbent landlord. Terms were negotiated several rounds with each landlords. Favorable terms were achieved with two: The Ave Aviation and Commerce Center and the Miramar Park of Commerce.

### RESULTS

The Conte Team carefully implemented The Strategic Renewal-Relocation Plan to provide the client with Real Market Leverage. In the end, Caterpillar Marine was provided a long term renewal in 45,000 square feet. They were provided rent reductions, rent abatements and a Tenant Improvement package to spruce up their Miramar location. The project was delivered on time and within budget.

### - REFERENCES AVAILABLE UPON REQUEST -

The work performed by The Conte Team was completed while at The Staubach Company.  
References are available upon request.

