

# Renewing your commercial real estate lease can cost you money!



If you let your landlord believe that all you're interested in is renewing your lease, you won't get the same deal that a new leasee is likely to get. You and a new tenant may get the same rental rate:

## Landlord's Cash Flow

	Rental Rate SF/YR					Total Rent SF
	1	2	3	4	5	
<b>Renewing Tenant</b>	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$100.00
<b>New Tenant</b>	\$20.00	\$20.00	\$20.00	\$20.00	\$20.00	\$100.00

But you'll lose because the landlord is willing to give the potential tenant additional incentives to locate there:

Total Rent SF less	Renewing Tenant \$100.00	New Tenant \$100.00
Improvements/SF	-	\$20.00
Moving Allowance/SF	-	\$1.00
Commissions/SF	-	\$5.00
Net Cash Flow/SF	\$100.00	\$74.00
Area in SF	23,452	23,452
<b>Total</b>	<b>\$2,345,200.00</b>	<b>\$1,735,448.00</b>



## Your Extra Cost \$609,752

Don't give money away that you can use for your business! Approach even a renewal as if you were looking for a new lease. A tenant representative can help. That's what we successfully do for our clients. Contact us. We'll show you how.



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**ITRA Realty Group**  
Globally Representing Corporate Tenants and Buyers