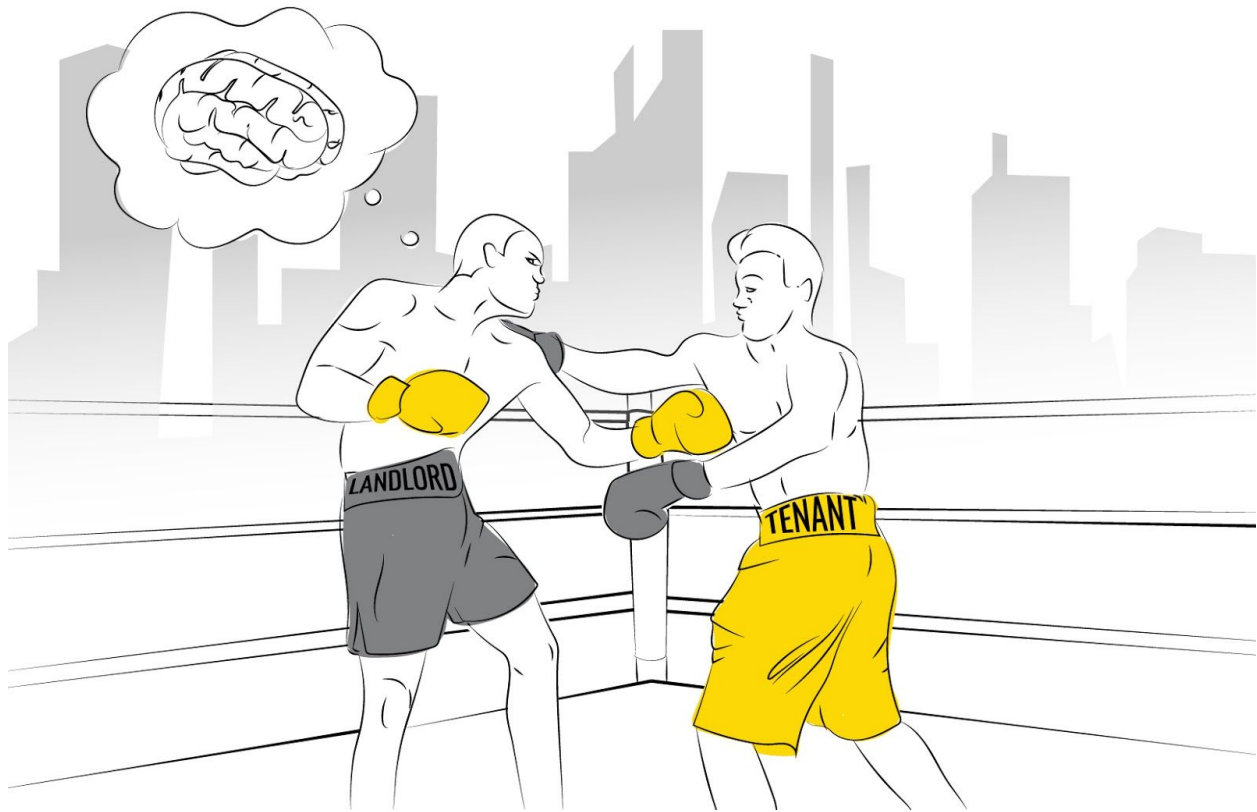




A training and negotiating tool for aspiring, emerging and seasoned commercial real estate professionals.



- ✓ Learn the business aspects of a commercial lease
- ✓ Add value for your clients and your own business
- ✓ Gain the knowledge to improve your commercial lease
- ✓ Discover an insider's perspective into the lease negotiating process

- ✓ Acquire the tools to help master your next lease negotiation
- ✓ Find the answers to your commercial real estate questions
- ✓ Obtain tips to be successful in real estate
- ✓ Refine and improve your business pitch



I hope all is well, and that you are finding a way to remain safe, sane, productive and optimistic notwithstanding these challenging times.

Our mission at Leasing REality is to empower and incentivize aspiring, emerging and seasoned real estate professionals to master their craft, acquire value-added lease negotiating skills, and ultimately, reach their full business potential.

Leasing REality's team options are designed for the modern learner — one who seeks to continuously develop and refine their business and real estate career skills. Our resources breakdown the varied mindsets at the commercial lease negotiating table — ultimately equipping your team with value-added tools to succeed at a myriad of levels. Given the current state of the world and the commercial real estate industry in particular, retaining and investing in your talent and adding value is essential more than ever.

On the pages that follow, please find our team options, examples of Leasing REality's solution driven content, examples of questions within our certificate training programs, information on the platform itself, as well as our "Make a Difference with Your Subscription" charitable initiative.

Larry Haber

Founder & CEO — The Lease Guru

TheLeaseGuru@LeasingREality.com
917.362.9413



Team Options	
1-Year Team Option	Minimum commitment of twenty (20) 1-Year Subscriptions to Leasing REality at \$180 (per team member). A subscription provides access to all educational content and certificate training programs.
	Includes five (5) hours of virtual Zoom educational training for your team over a twelve (12) month period on a quarterly or semi-annual basis.
	Guest podcast episode with an executive team member from your firm, group or association on Leasing REality's Real Estate REality Check podcast. This includes promotion across Leasing REality's social media channels, as well as in the podcast release newsletter.
2-Year Team Option	Minimum commitment of twenty (20) 2-Year Subscriptions to Leasing REality at \$300 (per team member). A subscription provides access to all educational content and certificate training programs.
	Includes ten (10) hours of virtual Zoom educational training over a twenty-four (24) month period on a quarterly or semi-annual basis.
	Guest podcast episode with an executive team member from your firm, group or association on Leasing REality's Real Estate REality Check podcast. This includes promotion across Leasing REality's social media channels, as well as in the podcast release newsletter.
Make a Difference	For every subscription purchased, Leasing REality will donate (a) one (1) subscription to students and alumni of our select charity of the month, and (b) 10% of the subscription price to our charity of the month.
All Options Include Remote Delivery of LIVE Continuing Education ("CE") Instruction	<p>In addition, the NYS Department of State ("DOS") is temporarily allowing for the remote delivery of LIVE Continuing Education ("CE") instruction via Zoom by the AGMB Training Center Ltd.</p> <ul style="list-style-type: none"> → As long as the DOS allows, we can provide CE sessions for your team. → Our CE courses promote actionable insights, foster employee engagement and highlight real-life examples leveraging Leasing REality's 1000+ past and current negotiations. → Effective July 1, 2021, <u>all</u> real estate brokers must complete 22.5 hours of CE. → Most brokers spend, at a bare minimum, between \$100-\$200 to



attain their CE credits online, with a substantial portion of those courses not necessarily increasing their leasing knowledge nor enabling them to truly add value.

- By the Q3 of 2021, Leasing REality will have online CE offerings for New York, as well other states.

Less than twenty (20) team members? Contact us for a custom pricing option [here](#). If you are not part of a team, view subscription options [here](#).

Example Educational Training Slides: Check Your Understanding with sample Good Guy Guarantee and Security Deposit questions from Leasing REality's Certificate Programs at the end of [slides](#).

Payment due simultaneously with or prior to subscriptions being activated.



Time for a Leasing Intervention™?



Online Training — Master Your Leasing Domain.

32-Hour Certificate Program	Webinar
48-Hour Certificate Program	New York Continuing Education (CE)
Podcast	Online Continuing Education (CE) — Coming 2021

Helpful Links — Watch, listen and/or read our leasing content at your own speed.

Leasing REality Homepage	Table of Contents by Topic	Owners / Property Managers
Who Are We?	Table of Contents by Media Type	Speaking and Events
Free Content	Brokers	Testimonials



Make a Difference with Your Subscription

Learn more about our current and past charity of the month here.



Leasing REality will donate 10% of subscription sales to our select charity of the month.

100 subscriptions will be donated to students and alumni of Harlem Lacrosse — July through September charity of the month.

1 for 1 — for every subscription purchased, an additional subscription will be donated to our select charity of the month.



Designed for students and real estate professionals alike who possess an unquenchable thirst for commercial leasing intelligence and value-added negotiation strategies.

32-Hour/48-Hour Certificate Programs Lessons			
32-Hour Certificate Program	Intermediate Stage	Intermediate Stage (cont.)	48-Hour Certificate Program
Introduction	Lesson on Use Clause	Lesson on Subordination, Non-Disturbance, Attornment Agreements ("SNDA") and Estoppel Certificates	Expert Stage
Meet The Lease Guru	Lesson on Multiple Factors Impacting Rent	Lesson on Landlord Termination and Demolition	Lesson on Assignment and Subletting
Build Knowledge and Enjoy the Ride	Lesson on Security Deposits, Good Guy Guarantees, and Minimizing Short and Long Term Risks When Underwriting a Lease	Lesson on Noise and Vibration	Lesson on Landlord and Tenant Work
A Pep Talk: The 12 "Portable" Commercial Lease Negotiating Theories	Lesson on Tenant Retention and Lease Renewals	Lesson on Legal Compliance	Lesson on Operating Expenses, Real Estate Tax Escalations and Percentage Rent Increases
Beginner Stage	Lesson on Holdover Clauses	Lesson on Cannabis Issues in Commercial Leasing	Lesson on Anchor Tenants
Commercial Leasing Breakdown	Lesson on Leasing Concierge and Office Building Amenities	Talk the Talk: Familiarizing Yourself with Lease Negotiation Terminology	Lesson on Lease Restructurings
Lesson on Moving	Lesson on Access to Premises	Supplemental Reading Materials	Lesson on Audit Rights
Lesson on Letters of Intent	Lesson on As-Is Condition		Lesson on Financial Accounting Standards Board ("FASB")
Lesson on Loss Factors	Lesson on Fire and Casualty		Talk the Talk: Familiarizing Yourself with Commercial Real Estate Terminology
Lesson on Exit Strategies	Lesson on Signage and Scaffolding		Supplemental Reading Materials



How to Navigate — Lessons, Check Your Understanding Assessments and Final Assessment

- A lesson is unlocked once the preceding lesson's Check Your Understanding assessment(s) are completed. User **MUST** score 75% or above on the Check Your Understanding assessment(s) to unlock the following lesson.
- Check Your Understanding assessment(s) appear within lessons to reinforce concepts learned throughout each lesson.
- Check Your Understanding assessment(s) are presented in True/False format. If a question is answered incorrectly, an explanation will be provided.
- All Check Your Understanding assessment(s) **MUST** be submitted with a passing grade in order to take the final assessment.
- All Check Your Understanding assessments are revisited within the final assessment. Leasing REality's 32-Hour/48-Hour Certificate Programs are comprised of 1000+ assessment questions, with additional content and questions being added periodically throughout 2020 and 2021.
- Ability to provide reports to your Executive Team in order to see progress of their employees' use of Leasing REality.



View Example 32-Hour Certificate Program Check Your Understanding Questions.



Here are links to more examples of Leasing REality educational content.

Access our inside commercial leasing knowledge the way you want it — whenever you need it.

Rock n' roll, hip-hop, punk, new wave, sports, historical and pop culture learning mnemonics to make your experience more memorable and informative.

Watch Videos

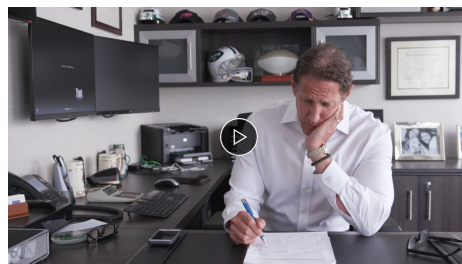
- The Albert Einstein, Snoop Dogg and Drake Bring Your "A" Game – Brick House Value Theory
- The Snagglepuss, Groucho Marx, The Clash & Steve McQueen Great Escape Theory
- Introductory Security Deposit, GGG and LOI Thoughts (Part 1)
- Factors Impacting the Security Deposit Amount (Part 2)
- Introduction: Negotiating & Preparing a Letter of Intent ("LOI") (Part 1)
- Leverage: Negotiating and Preparing a Letter of Intent ("LOI") (Part 2)
- Renewal Options: Negotiating and Preparing a Letter of Intent ("LOI") (Part 7A)
- Assignment & Subletting: Leasing Trade Secrets and Other Truths
- Assignment & Subletting: Concerns and Provisions
- Anchor Tenant, Co-Tenancy & Other Retail Business Operating Requirements (Part 1)
- Anchor Tenant, Co-Tenancy & Other Retail Business Operating Requirements (Part 6)

Read Cheat Sheets

- Use Clauses within a Letter of Intent ("LOI")
- Top 12 Finding New Space & Relocation Tips for Commercial Tenants
- Free Rent Concessions

Explore Outlines

- Lease Restructurings, Modifications & Workouts
- Negotiating Security Deposits & Good Guy Guarantees in a Commercial Lease



Too Busy? Onboard new hires and/or train current employees with Leasing REality.



The Leasing REality Team and I truly appreciate you taking the time to learn about our platform and what we can help your team bring to the negotiating table.

Please let me know when you would like to discuss further. Looking forward to a mutually beneficial relationship.

Until then, be well and be careful out there!

Larry Haber

Founder & CEO — The Lease Guru

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