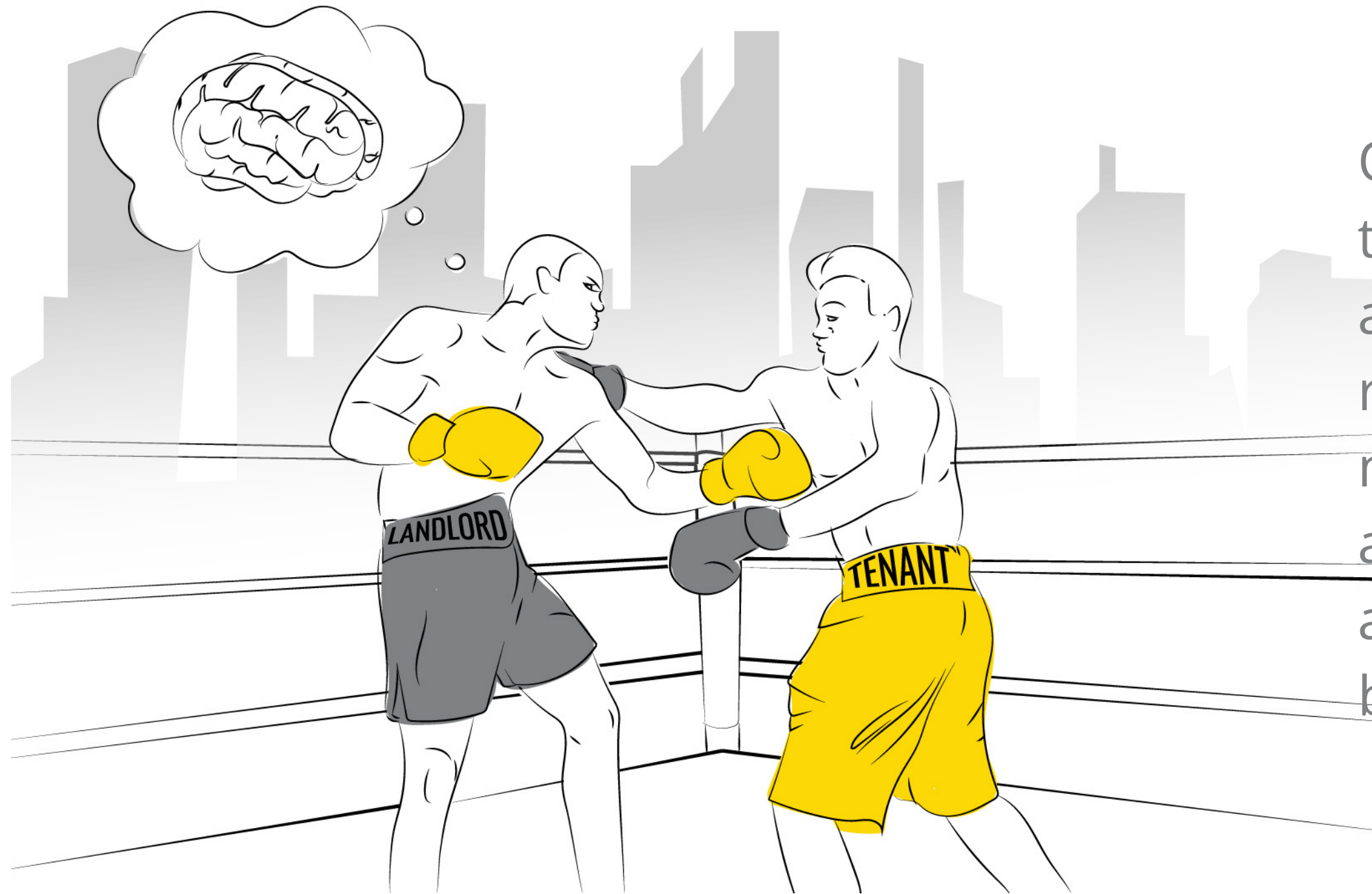


**Leasing REality Education + Training**  
**Master Your Leasing Domain™**

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



# Leveling the playing field by providing context from all sides of the negotiating table.



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.

## Actionable insights to utilize during the course of negotiation.



By presenting a significant portion of its content using rock n' roll, hip-hop, punk, new wave, historical and pop culture learning mnemonics to make the user experience more memorable and informative, Leasing REality shares a lifetime of real estate experience, negotiating strategies and insider tips on commercial leasing.



## A dose of empathy and optimism from The Lease Guru.



Created by The Lease Guru, Larry Haber, Esq., CPA, managing partner of the commercial real estate practice of bi-coastal law firm Abrams Garfinkel Margolis Bergson, LLP. In addition to being a “reformed yet recovered developer” with over 30 years of experience in the ownership, management, development and repositioning of commercial real estate properties, since 1987, Larry’s legal practice focuses primarily on the representation of tenants, owners, brokers, sellers, purchasers and lenders.

# Find out what real estate and business rock stars and students are saying.



“In today’s quick global environment, which includes performing real estate tasks with less available staff, the unfortunate truth is that we are unable to properly mentor the upcoming generation. Leasing REality is a timely all encompassing tool which will fill that void. Coupled with the unique Larry Haber teaching style of keeping it simple and complete, this is a tool which we should all use to teach our staff.”

— **Jeffrey L. Elie, Vice President, Global Real Estate and Facilities at Kaplan, Inc.**

“It is a rare treat to be educated and entertained at the same time. In a casual yet professional and easily digestible manner, Leasing REality offers experienced subject matter to experts and novices alike, with insight and perspective on commercial leases from a variety of vantage points. Larry and his team have sat on every conceivable side of the table and have learned a lifetime of valuable lessons along the way. This is a “must have” as a comprehensive tool in a real estate toolbox.”

— **Lloyd Solomon, Managing Director at Solomon Page**

“We have known Larry Haber personally and professionally for 20 years. With absolute certainty, he is one of the most skilled and proficient minds with respect to commercial leasing and lease negotiation. Larry knows exactly what language matters in a particular lease, and is excellent at negotiating often difficult points. He is thorough, efficient and ensures an iron clad contract. Regardless of how long or little you have been in the industry, Leasing REality should become part of your leasing playbook.”

— **Ben Shaoul, Principal at Magnum Real Estate Group**

[View More Testimonials](#)

# Growing and investing in their careers with Leasing REality.



**A**

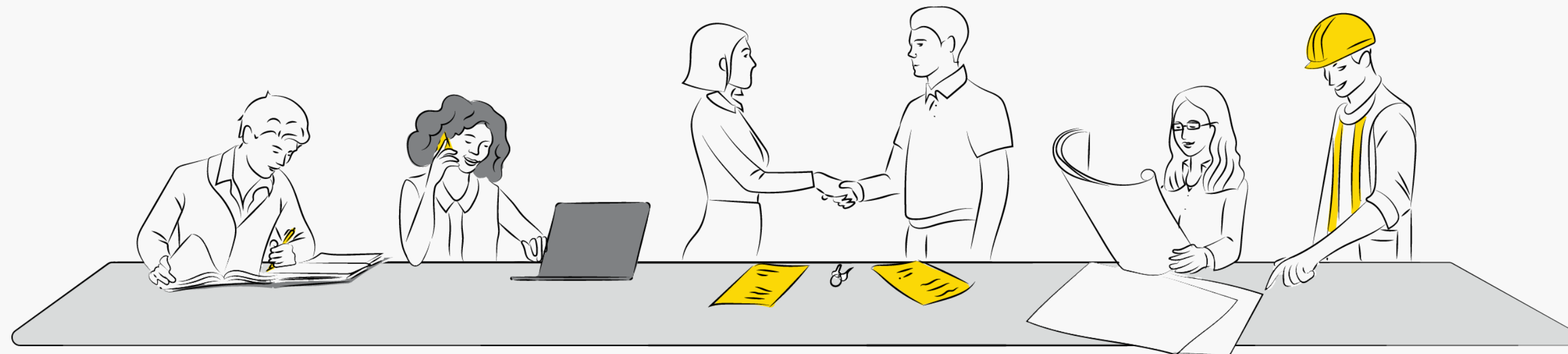
## Real Estate Professionals

- Brokers
- Landlords
- Tenants
- Other Real Estate Professionals\*

**B**

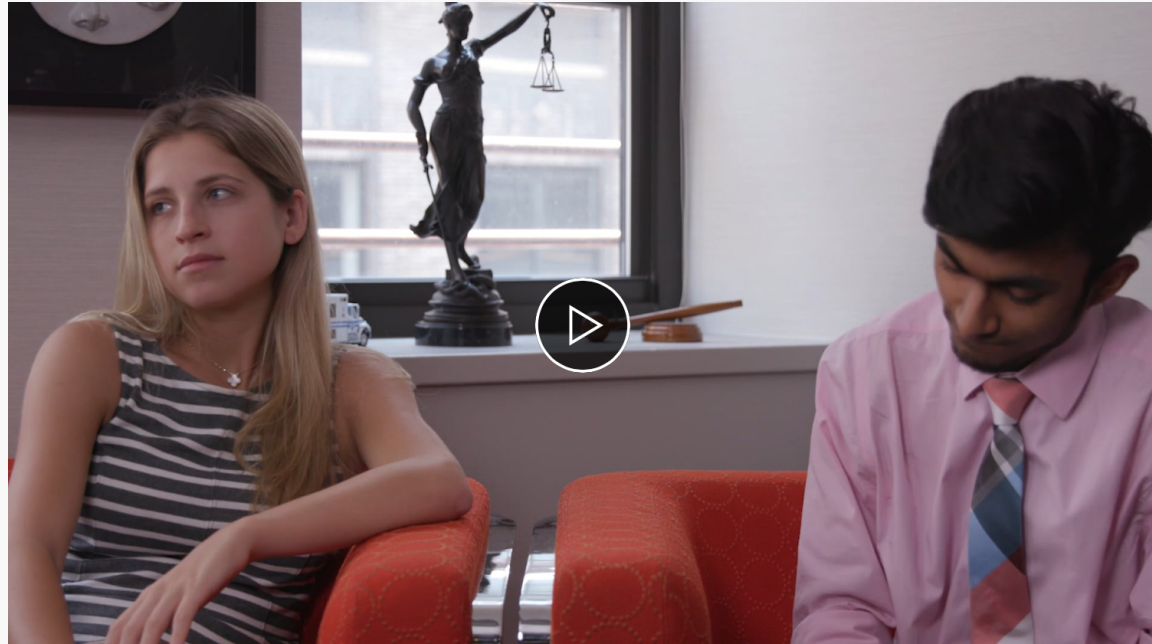
## Students

- Law School
- Graduate School
- College
- High School



\*"Other Real Estate Professionals" include attorneys, accountants, those in property management or anyone having a connection to a commercial lease.

# Actionable education for professionals and students of all levels.



✓ 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

✓ Secure invaluable job interview skills

✓ Solidify your college application and/or fortify your resume



# Firms and Trade Associations Who Have Trained with Leasing REality's Content



ABS Partners Real Estate  
Avison Young  
B6 Real Estate Advisors  
Bohemia Realty Group  
CBRE Group  
Colliers NYC  
Compass  
Cushman & Wakefield  
Douglas Elliman  
Jones Lang LaSalle

Keller Williams NYC  
Lee & Associates NYC  
Newmark Knight Frank  
Onyx Equities  
RIPCO Real Estate  
Savills  
The Corcoran Group  
The Shopping Center Group  
Winick

International Council of Shopping Centers (ICSC)  
Real Estate Board of New York (REBNY)  
Long Island Board of Realtors (LIBOR)

[View Team Options](#)





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

**A**

## **Library of Content**

- 120+ E-book Chapters
- 120+ Audio Chapters
- 105+ Cheat Sheets
- 130+ Full Length Videos
- 575+ Short Videos
- Other Media Types

[Table of Contents by Topic](#)

**B**

## **Certificate Programs**

- 32-Hour Certificate Program
- 48-Hour\* Certificate Program

Navigable training path comprised of structured lessons with video, audio, and written content, in conjunction with 1000+ assessment questions, designed to help you Master Your Leasing Domain™.

[Explore Certificate Programs](#)

# A subscription will unlock all of our leasing trade secrets and other truths.



**1**

## 1-Year Subscription

\$195

Gain 100% access to Leasing REality content library and certificate programs.

**2**

## 2-Year Subscription

\$295

Gain 100% access to Leasing REality content library and certificate programs.

**i**

Discounted subscriptions available for firms, teams and groups of high school and college students.

10% of your subscription sale will be donated to our select charity of the month.

1 for 1 — for every subscription purchased, an additional subscription will be donated to programs for at-risk students.



[View Individual Subscription Options](#)

# Firms, Teams, Trade Associations and Groups of High School and College Students



**1**

## 1-Year Option

\$180 (per team member)

Minimum commitment of twenty (20)  
1-Year Subscriptions to Leasing  
REality\*.

**2**

## 2-Year Option

\$275 (per team member)

Minimum commitment of twenty (20)  
2-Year Subscriptions to Leasing  
REality\*.

\*Minimum commitment of only fifteen (15) 1-Year/2-Year  
Subscriptions for groups of high school and college students.

10% of your subscription sale will be donated to our select charity of  
the month. 1 for 1 — for every subscription purchased, an additional  
subscription will be donated to programs for at-risk students.

**i**

## 1-Year Option

Includes five (5) hours of virtual  
Zoom educational training.

## 2-Year Option

Includes ten (10) hours of virtual  
Zoom educational training.

## 1-Year/2-Year Options

Includes guest podcast episode with  
an executive team member from  
your firm, group or association on  
Leasing REality's Real Estate REality  
Check podcast.

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. As long as  
the DOS allows, we can provide CE sessions for your team.

[View Team Options](#)

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



**A** Our team options are designed for the modern learner — one who seeks to continuously develop and refine its business and real estate career skills.

**B** 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.

**C** 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.



[View Team Options](#)

# Partnership Placement Opportunities



1

## Leasing REality

Homepage  
Partnerships page



2

## Real Estate REality Check Podcast

Podcast page  
Podcast Episode pages  
Podcast Release Newsletter  
Guest Podcast Episode  
30 second commercial segment



3

## Leasing REality Continuing Education

CE page  
CE Certificates page  
Zoom Registration page  
Calendar Event page  
CE Registration Newsletter  
30 second commercial segment



4

## Leasing REality Webinar

Webinar page  
Zoom Registration page  
Calendar Event page  
Webinar Registration Newsletter  
Guest panelist on a webinar  
30 second commercial segment



Partnerships include discount offer for your members, firm and/or team. Leasing REality to provide a unique discount code of a to be determined % on a case-by-case basis off a 1-Year or 2-Year Subscription with the paid in full option.

Pricing to be determined based on length of partnership term and selection of options above.

[View Partnerships](#)

# Make a Difference with Your Subscription



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

In 2021, no less than 2,021 subscriptions will be donated to students and alumni of at-risk youth educational programs.

1 for 1 — for every subscription purchased, an additional subscription will be donated to students and alumni of at-risk youth educational programs.



# Real Estate REality Check Podcast



Larry Haber, a reformed yet long recovered developer and now managing partner of the commercial real estate department of AGMB Law as well as a non-practicing CPA and the creator of Leasing REality, conducts an ongoing series of conversations infused with rock n' roll, hip-hop, sports, pop culture and historical questions with real estate and other business rock stars designed to empower aspiring, emerging and seasoned professionals and business owners to build a better foundation ... for both today, and tomorrow.



[Listen to Professionals Edition](#)

[Listen to Students Edition](#)

# Master Your Leasing Domain™



**Time for a Leasing Intervention™?**

LR Team at [info@LeasingREality.com](mailto:info@LeasingREality.com)

Larry Haber at [TheLeaseGuru@LeasingREality.com](mailto:TheLeaseGuru@LeasingREality.com)

Roughly 20% of our content is free.

Explore [LeasingREality.com](https://LeasingREality.com).



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