



Sample Critical Analysis

Leasing / Letting

Background

You are instructed on behalf of a landlord to let commercial space (could be retail / offices / industrial)

Set out the basis of your instruction i.e Sole Agency and confirm your fees in writing together with your terms of engagement. Carry out conflict of interest check.

Aims & Objectives

- i) To let the property at the 'market rent' / 'highest rent'
- ii) To let the property to a good covenant in order to enhance the investment value of the asset. Ideally this should be on as long a lease as possible.
- iii) To ensure that the property is let as quickly as possible to minimise the costs associated with a vacant property i.e vacant rates / insurance etc

(possible other aims & objectives include the recovery of all arrears accumulated / maintain good landlord & tenant relationships)

Key Issues

- i) **ERV** – look at the comparables. Provide a comprehensive marketing report to the client with your opinion of erv.

Also discuss here the quoting rent (as opposed to the erv)

- ii) **Marketing Techniques** – letting boards / marketing particulars / target mail shots

(other key issues can include planning (A1,A2,A3), timing (there may be a particular reason why the client wants to get terms agreed as soon as possible I,e other rent reviews / lease renewals or tenant mix)

Options

i) Offer 1 – set out the details of the first offer

Reasons for rejection.....

ii) Offer 2 – set out the details of the second offer

Reasons for rejection.....

iii) Offer 3 – set out the details of the third offer

Proposed solution

State here what YOUR recommendation is to the client and WHY. Explain if there was any negotiation i.e did you go back to all parties and attempt to get a preferred party to increase their offer?

Reflective Analysis

Look at the 3 / 4 aims and objectives. Did you achieve what you set out to do?

Critical Appraisal

Critically appraise your work. What worked well and what didn't work well? What could you have done differently? What have you LEARNT from undertaking this instruction?

What competencies have you achieved?

