



## AT&T / American Greetings / Ticketmaster / Stroh Brewery Investment Trust / Payroll One / CNA Insurance / A Place for Mom/ Metro Holdings Group — Multi-City National Tenant Representation

### Situation:

The principals of Forum Group have been deeply involved in commercial real estate brokerage and consulting on a national basis for the past 25 years. Many of our local and regional clients have commercial real estate requirements across the country (and occasionally internationally) and they trust in the quality of our results. Moreover, Forum Group has developed a reputation for doing comprehensive National Tenant Representation, even on behalf of companies with no nexus to our home office in Southeastern Michigan. We have also, on a fairly regular basis, represented national companies seeking to dispose, by sale or sublease, excess or redundant properties... thus serving as an owner or sub lessor's representative.

### Challenge:

This continuing demand for Forum Group to provide quality "best in class" commercial real estate brokerage representation on a national basis has required us to develop our own independent network of qualified brokers with superior skills. Forum Group is a founding member of the ReStar Group, an independent affiliation of top brokers in major markets internationally. Additionally, we have developed relationships in secondary and tertiary markets around the U.S. to serve the needs of our clients. Our National Representation page provides an overview of Forum Group's geographic coverage

### Solution:

There is no substitute for direct experience. With combined national representation experience exceeding 50 years within the group, and thousands of transactions completed in hundreds of markets nationally, we have developed relationships in virtually every market around the United States. These relationships are built on years of personal/business interaction and a trust that those relationships will provide the highest quality service to our clients. Other national firms have wide geographic coverage, but they are only as strong as their weakest link. Our personalized hands-on approach and knowledge of many national markets — as well as our continued personalized involvement in national transactions with our local partners ensures the best result for our client. Based on continued repeat business, we know this business model works.

### Benefits:

While national brokerage firms are designed to service large national clients on a purely transactional basis, Forum Group, and our local partners bring a vertically integrated consulting approach to a company's commercial real estate needs. Regardless of the company's location, we are available not only to provide preliminary local market knowledge, but together with our local partners bring years of experience in the areas of specific product knowledge, sales and leasing valuation, local construction and tenant improvement unit pricing as well as design, workplace strategies and move management. We are involved in the process with the client every step of the way.