



**TERRA FIRMA**  
GLOBAL PARTNERS

## THE ADVOCACY PROCESS

### PLANNING

2-4 Weeks

- Authorization Letter
- Project Objectives
- Search Criteria
- Project Budget
- Project Timeline
- Assemble Project Team

### MARKET EVALUATION

2-4 Weeks

- Comprehensive Market Survey
- Proprietary Database Search for “Shadow Space”
- Identify Potential Options
- Site Tours
- Select Short List

### COMPARATIVE ANALYSIS

4-8 Weeks

- Develop and Submit RFP or Proposal
- Comparative Financial Analysis of Proposals
- Initial Fit Plan
- Select Finalist
- Execute Letter of Intent

### TRANSACTION

6-8 Weeks

- Coordinate Lease with legal Counsel
- Negotiate Lease with Landlord
- Finalize Space Plan and Pricing
- Coordinate with Third Party Vendors
- Execute Lease

### CLOSING

6-14 Weeks

- Construction Period
- Lease Abstract
- Value Added Summary
- Move In
- Punch List