



## Landlord Representation

Richard Bowers & Co. offers property owners customized solutions for marketing their buildings and rentable space. Our landlord representatives carry in-depth knowledge of market conditions and comparable properties, and have a trained instinct for tracking and identifying qualified prospects. We ensure a tactical approach to pursue the most suitable tenants and deliver the best possible economic return for the owner.

## Service Model

### Market Positioning:

We will work with each property owner to design marketing strategies that will position and distinguish the property from others in their competitive landscape. We will position the asset relative to the owner's investment goals and current conditions in the market.

### Staging:

Recommendations regarding improvements necessary to show leasable space will be provided.

### Target Marketing:

Our brokers will pursue the most qualified tenants for the space available.

### Brokerage Network:

Our network provides us with substantial reach in the market to solicit showings. We implement fresh and competitive broker incentive programs so brokers think of your property first when planning tours with potential tenants.

### Listing Services & Marketing Resources:

We subscribe to leading commercial listing services to advertise your property. Regular listing updates are performed to ensure that your asset's inventory profile is continuously updated and accurate.

Our in-house Marketing Department will customize and design property flyers, e-mail campaigns and various other marketing collateral.

### Comps & Market Analysis:

Your representative is supported by a full-service Marketing and Research Department and will provide reports with timely data on comparables and other applicable market statistics.

### Offer Review & Analysis:

Our team understands the fundamentals in lease negotiations and can assist in reviewing all offers. Their expertise will guarantee that the best possible terms are agreed upon.

## Properties Represented

55 Park Place  
Atlanta Apparel Mart  
Atlanta Center  
Atlanta Financial Center  
Bank of America Plaza  
Buckhead Place  
Capital City Plaza  
Century Center  
Concourse  
Equitable  
Five Points Plaza  
Lincoln Perimeter  
Meadows Pavilion  
Northside Hospital  
Overlook III  
Promenade Tower Place  
Securities Centre Building  
Southern Company Center  
St. Joseph's Doctors  
The Lenox Building  
Tower Place  
Two Crown Center