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# Negotiating Commercial Leases & Renewals

FOR  
**DUMMIES**<sup>®</sup>  
A Wiley Brand

## Learn to:

- Use professional negotiating strategies and tactics
- Negotiate the lowest rental rate
- Find the best location for your business

**Dale Willerton**  
**Jeff Grandfield**

*The Lease Coach*<sup>®</sup>



***Negotiating Commercial  
Leases & Renewals***

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**by Dale Willerton  
and Jeff Grandfield**

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# **Negotiating Commercial Leases & Renewals For Dummies®**

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# About the Authors

**Dale Willerton** is The Lease Coach. Before getting into commercial real estate, Dale owned many businesses that required him to be a tenant. His interest in real estate led him to work for commercial landlords, managing and leasing shopping malls, office properties, and strip plazas. In 1993, Dale realized it wasn't landlords who needed help, it was tenants. He switched to the tenant's side and became The Lease Coach, creating a new niche in the consulting industry. Within a few years, the demand for professional consulting services meant expanding into a much larger team. Dale partnered with Jeff Grandfield, who is responsible for much of The Lease Coach's growth and success today.

**Jeff Grandfield** is a senior consultant with The Lease Coach. Jeff completed his honor's B.A. degree in business administration with a designation in marketing from Wilfrid Laurier University. It was the challenge of the real estate industry and satisfaction of working with business owners of all types and sizes that drove Jeff to pursue a career in real estate and join The Lease Coach in 2005.

Dale, Jeff, and The Lease Coach team have successfully complete more than 1,200 consulting projects for tenants. They have conducted hundreds of seminars, workshops, and webinars. They frequently provide real estate training for franchisors and franchisees. Speaking at industry tradeshow and for healthcare organizations, they've helped tens of thousands of business owners and tenants. The Lease Coach has offices throughout the United States and Canada, exclusively representing tenants with one-on-one coaching and consulting, new and lease-renewal negotiations, site selection, lease

document reviews, midterm rent reductions, lease assignments, building acquisitions, operating cost audits, and space measurements. The Lease Coach never accepts any fees from landlords and works with small and large, independent and franchise tenants. For a complimentary consultation or to inquire about having Dale and/or Jeff do a live speaking presentation, webinar or training at your next event, visit [www.TheLeaseCoach.com](http://www.TheLeaseCoach.com), e-mail DaleWillerton@TheLeaseCoach.com OR JeffGrandfield@TheLeaseCoach.com, or call 1-800-738-9202 (ext 1).

# Dedication

This book is dedicated to the most important people in Dale's and Jeff's lives — their families: Linda, Alana, Jessie, Jean, Elaine, Louise, Lester, Janice, Brie and Vaughn, Miles, Terry, and Cory



# Authors'

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## **Publisher's Acknowledgments**

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