

CLIENT RETENTION THROUGH SERVICE STRATEGY

Bundle of Two

Turn Property Expertise into Winning Proposals

Combine commercial real estate knowledge with property management skills to craft bids that impress and deliver.



Leasing & Tenant Advisory

Navigate every phase of the deal—strategy, search, execution, and exit—with data-driven confidence.



Landlords & Property Management

Build profitable, compliant portfolios and strengthen tenant relationships.







Client Retention Through Service Strategy Name:

Bundle of Two Format:

TURN PROPERTY EXPERTISE INTO WINNING PROPOSALS

Combine commercial real estate knowledge with property management skills to craft bids that impress and deliver.

IDEAL FOR:

- Proposal writers & bid managers integrating property insights into submissions
- Commercial real estate professionals enhancing market and asset understanding
- Property managers showcasing operational strengths in proposals
- Asset and portfolio managers linking performance to bid success
- Project and operations teams supporting delivery commitments

SKILLS YOU WILL MASTER:

- Master a deep understanding of market and asset dynamics
- Enhance your skills to integrate property operations into proposals
- Build confidence in managing property performance commitments
- Develop the ability to communicate property value clearly to stakeholders
- Strengthen collaboration skills between proposal and property teams

WHAT'S INSIDE THE TOOLKIT:

- Market analysis and property assessment templates
- Proposal integration checklists for property operations
- Asset performance monitoring frameworks
- Communication guides for stakeholder engagement
- Case studies of successful property-backed bids

WHEN TO CHOOSE THIS COLLECTION:

- You need to deepen your understanding of property markets and asset dynamics to shape stronger proposals
- You want to confidently integrate property operations and performance into bid submissions
- You're responsible for communicating property value clearly to stakeholders and clients
- You aim to improve collaboration between proposal teams and property management professionals
- You want to develop bids that reflect operational excellence and market insights, strengthening your competitive edge







COURSE LIST

LEASING & TENANT ADVISORY

Navigate every phase of the deal—strategy, search, execution & exit—with data-driven confidence.

SHORT COURSES

(20-40 min micro-modules • From AUD \$9.99 ea • Self-paced)

Client Engagement & Strategy Development

- Portfolio Strategy Finalisation: Secure Stakeholder Consensus
- Premises Readiness And the Help of the Occupier Focused Service Team
- Strategic Brief Alignment: Bridge Business Goals & **Property Solutions**
- Strategic Needs Analysis for Commercial Real Estate
- Strategic Space Optimization: Stay vs. Go Analysis
- Strategic Tenant Rep Brief Development
- The Property Acquisition Plan Methodology Used by the Tenant Representative
- The Role of the Tenant Representative Attributes and Engagement
- Understanding the Needs of the Business
- Workplace Strategy and Space Planning

Inspections, Options & Shortlisting

- Familiarizing with What's on the Market
- From Search to Shortlist: Preferred Options & Lease Negotiations
- Premises Sourcing Preparing the EOI and the Review of Market Submissions
- Reviews and Inspections Getting the Client across the Options

Lease Execution & Documentation

- Functions and Skills of the Lease Admin
- Introduction to Commercial Leasing Lease Types and Rental Structures
- Introduction to Commercial Leasing Sub-leasing
- Introduction to Lease Abstraction
- Lease Admin Analytics and Tools
- Negotiation and Heads of Agreement Requesting the
- · Negotiation and Heads of Agreement Concluding the
- Outsourcing of Lease Abstraction



Lease Execution & Documentation (cont.)

• Strategic Leasing Due Diligence: Mitigate Lease **Execution Risks**

Lease Exit & Transition Planning

- Lease Exit & Makegood Obligations Mastery
- Lease Exit Strategy
- Transition Planning Risk Profiles and Relocation





COURSE LIST

LANDLORDS & PROPERTY MANAGEMENT

Build profitable, compliant property portfolios and stronger tenant relationships.

SHORT COURSES

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Agency & Advisory Roles

- A Well-Planned Property Inspection
- Information Required from the Landlord Drafting the Agency Agreement
- Tailoring Documents to Meet Tenant Requirements -**Examples of Practical Applications**
- The Agency Agreement
- The Role of the Landlord and Their Advisors -Attributes and Engagement
- The Role of the Tenant and Their Advisors Attributes and Engagement

Asset & Building Management

- Capital Improvements and Property Upgrades
- Property Management Planned Maintenance Plans
- Property Management The Importance of a Condition Report
- The Building Concierge What Do They Do?
- Understanding the Importance of Building Grades in Commercial Real Estate

Compliance, Risk & Sustainability

- Crisis Response and Emergency Planning
- Disaster Resilience and Sustainability
- Environmental Risk & Continuity Planning for Property Professionals
- ESG Compliance & Strategy in Real Estate
- Risk Management and Insurance
- The Legal Side of Property Management

Due Diligence & Lease Preparation

- Due Diligence and the Property Review
- Due Diligence Essentials for Real Estate Investment
- Quantity Surveyors Adding Value to Your Real Estate Strategy
- Reviewing the HOA and the Due Diligence Required of the Team



Due Diligence & Lease Preparation (cont.)

- The Role of REI Forms and Solicitor Prepared Documents
- Types of Draft Lease Documents and Terms You Should Negotiate

Financial Management & Securities

- Bank Guarantees
- Fees and Who Pays for Them in Different Situation
- Strategic Leasing: Financial Modelling & Negotiation
- Tenant Securities, Bonds and Insurance Providers

Incentives, Contributions & Lease Structuring

- Incentives and Contributions Exploring the Various
- Lease Structures and Types
- Market Differentiation and Leasing Strategy

Leasing Fundamentals

- Introduction to Lease Terms and Lease Language
- Lease Essentials Financial Analysis of Offers
- Mastering Probing Questioning Techniques
- Property Procurement Leasing Agreements What Are They?

Makegood & End-of-Lease Management

Introduction to Make-Good





COURSE LIST

LANDLORDS & **PROPERTY**

MANAGEMENT

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SHORT COURSES

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Negotiation & Tenant Relationship Management

- Negotiation Strategies for Rent Reviews
- Property Negotiations Preferred and Secondary
- Tenant Retention and Relationship Management

Rent Review & Valuation

- Introduction to Rent Reviews
- Legal and Regulatory Considerations in Rent Reviews
- Outgoings as Factors in the Rent Review
- Rent Review Methods and Mechanisms







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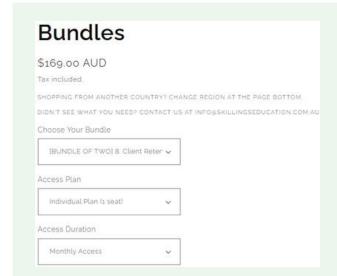
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