
company services

baum realty group

building relationships

**At Baum Realty Group we're about more than just bricks and mortar...
we're about building relationships.**

Chicago-based Baum Realty Group (BRG) is one of the Midwest's leading retail brokerage firms providing comprehensive real estate services including tenant representation, landlord agency, investment sales and corporate services. BRG has distinguished itself as a leading force in the Chicagoland real estate market and continues to develop the highest quality brokerage service model in the industry.

At BRG, we are committed to understanding each client's specific needs to ensure that the best possible real estate decisions are made every time. A team approach is taken on every transaction

employing deep market knowledge and expertise to develop a customized plan designed to meet project goals and maximize the client's profitability. We are dedicated to becoming an integral and dependable member of your team in order to bring enduring success to all of your real estate transactions.

The entrepreneurial and collaborative spirit of its founders runs through every division of Baum Realty Group. As a continuous improvement organization, our team is constantly looking for innovative ways to complete transactions faster, smarter and with optimal results.

BRG has consistently demonstrated sound judgment, aggressive negotiating and unquestioning loyalty in assisting Starbucks Coffee to attain the best possible locations.

*Blanca Cabrales, Development Manager
Starbucks, Inc.*

BRG works diligently to find new locations for Sterling Jewelers, meeting our strict timelines so that we can open many more stores in locations that fit our needs flawlessly. Their representation is the key element in our being able to know and understand the Chicago market.

*Jackie Weigel, Leasing Representative
Sterling Jewelers, Inc.*

tenant representation

our brokers are recognized as industry leaders, offering unmatched knowledge of the retail market. their dedication to exceeding clients' goals throughout the site selection process sets baum realty group apart.

BRG has built this superior reputation through a relentless commitment to innovative practice and every day hustle. The processes, systems and overall market reach of BRG's brokerage team are unmatched in the industry.

Our brokers have developed strong industry relationships affording them access to pre-market information on the best locations available. This allows the team to locate ideal sites, expedite transactions and ultimately maximize profitability for each client every time. As a result, BRG has developed an impressive array of long-term clients who rely on the team's expertise and advice to make truly informed site selection decisions.

BRG sets the national standard for client account service, constantly investing in the latest technology to advance our clients' goals. We provide each client with a comprehensive set of tools, including the most up-to-date mapping, aerial

photography and demographic data available prepared by BRG's in house geodemographer. These assets are used to create a demographic analysis and overview of the client's targeted market area highlighting market trends and new developments. These are invaluable tools for our clients when developing market penetration and expansion strategies.

Our tailor-made site packages contain overview and target market maps, market aerial photographs, a description of target markets, a log of potential sites and their key attributes, detailed site summaries, site and floor plans, digital panoramic photos and custom demographic reports.

Our brokers are dedicated to realizing long-term success for their clients, working shoulder to shoulder with the site selection team to ensure the ideal location is found in the shortest possible timeframe under the most favorable terms and conditions.

I would not have been prepared to deal with all the red tape that goes along with opening a business in a large shopping center. Working with Baum saved me a lot of headaches as they were able to successfully guide me through negotiating and finalizing my lease.

*Kate Maxwell, Franchisee
Dinner by Design*

The value of the services that Baum Realty Group provides cannot be overstated. Having a dedicated team to guide the franchisee through site selection and lease negotiation not only controls the costs but also reduces the franchisees' frustration. It's a win-win for the franchisee and franchisor.

*David Asarnow, CEO
CLIX Portrait Studios*

corporate services

baum realty group's proven methods for retail brokerage success are utilized in every transaction completed within the corporate services division.

As a national real estate brokerage firm, BRG partners with clients to provide real estate expertise throughout the site selection process. From scientifically based site selection through lease execution, BRG designs local and national real estate programs tailored to meet our client's specific needs.

BRG streamlines the entire site selection process, saving time, energy and money for our client's development team. The tools and support offered by the Corporate Services team provides clients with the benefit of a single point of contact client management structure. This full-service approach allows clients to accomplish their real estate objectives and open more locations in less time while leaving the transactional details of the real estate logistics to us. Throughout the process, Baum maintains consistent contact, providing weekly progress reports highlighting the latest developments to ensure our clients are able to make the best possible real estate decisions.

The Corporate Services team utilizes its national network of local brokers who adhere to BRG's customized site selection procedures to identify locations that will capture the

client's targeted customer. The collateral developed for the local brokers includes a variety of tailor-made materials designed to dramatically improve the efficiency and effectiveness of the site selection and negotiation process. These include a concept introduction for landlords, site selection criteria, a standardized letter of intent and fall back positions and site tracking/status reports.

The BRG team understands the value of developing in-depth relationships with each client as they guide them through the often complicated site selection process. In the end, our clients are knowledgeable and comfortable with the commercial leasing process and confident that the site selected will yield long-term success. Building solid, lasting relationships with clients and local brokers alike is a key element in BRG's ability to complete transactions quickly and efficiently, thereby moving the retailer to market in the shortest possible timeframe.

The Corporate Services team is committed to providing highly effective and efficient solutions to satisfy each client's real estate needs nationwide.

The relationship that I have with the BRG team is truly enjoyable. They are diligent about maintaining open communication to ensure that I am aware of any market changes. I feel confident putting my properties in their hands.

*Otto Maly, President
Maly Commercial*

landlord agency

baum realty group offers property owners the opportunity to partner with a dedicated team of brokers whose sole focus is landlord representation. not content to simply hang a sign in the window and wait for the phone to ring, the brg team takes an aggressive, proactive approach to marketing properties and securing ideal tenants.

The team works closely with each client to create a strategic marketing plan tailored to maximize profitability for each property offered. Once the plan is in place, our marketing department will create an array of marketing materials highlighting the unique features and benefits of the property. Extensive demographic and market area research is incorporated into the process, allowing our brokers to target tenants with the highest potential interest.

Frequent warm-calling, high quality custom marketing brochures, direct mail and e-mail campaigns, as well as quarterly Baum broker breakfasts guarantee maximum exposure. There is no stone left unturned in the marketing strategies employed. From

beginning to end, our clients are kept in the loop with transaction reports that document the tenant prospecting strategies employed, proposals sent, cost/benefit analyses created and a summary of all showings.

Our team of agents combines these proven methods with access to an extensive network of industry contacts, detailed market knowledge and creative problem solving skills to procure the ideal tenant mix.

Baum Realty Group takes pride in its reputation for unmatched customer service. We partner with our clients every step of the way to ensure that project goals are met and optimal results are achieved.

The Investment Sales team is well connected in the industry which works to my advantage. They are extremely efficient, able to negotiate strong terms on my behalf and have earned my trust.

*Bernard Leviton, Owner
Metropolitan Rental Corporation*

investment sales

whether the objective is acquisition or disposition of real estate, baum realty group offers a host of specialized services to meet each client's investment requirements. the investment sales team applies creative problem solving skills, as well as traditional and entrepreneurial marketing strategies to each transaction to ensure that every detail is executed with the client's specific goals in mind.

BRG brings buyers and sellers together by matching premium investment offerings with qualified buyers. With access to private and institutional investors, as well as advisors and brokers nationwide via our proprietary database, the BRG Investment Sales team is able to deliver successful results time and again.

Our agents work in concert with our investment analysts and marketing department to bring an integrated marketing plan to each transaction. This team approach offers our clients a variety of benefits by bringing a diverse set of skills to every project. Clients are then equipped with the knowledge and expertise they need to make informed real estate decisions that will bring the highest possible return on their investment.

Our customized approach includes a variety of proven strategies designed to achieve optimal results. BRG performs comprehensive due diligence tailored to product type, location and client objectives. In addition, we develop impactful

investment offering memoranda created with proprietary resources utilizing state of the art technology. These materials provide clients with the most up-to-date mapping and demographic data available to enhance their decision-making process.

Thorough documentation and client reporting procedures are also an integral part of the process. Clients are provided with semi-monthly written status reports that update leads, describe our marketing progress, provide status of identified prospects, and highlight the progression of the sales market activity, as well as competitive activity. When necessary, the reports also offer suggestions for key strategy changes to maximize results.

The Investment Sales team strives to become a business partner and trusted advisor to each and every client. From the first meeting to the final sale, the team is there to help acquire or sell the real estate assets that meet our client's specific investment criteria.

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