

Tenant Mix Planning in Investment Properties

Tenant Numbers & Type

Understand your tenant numbers and offerings by merchandise group. Check out the clusterings of specialty tenants and positioning of destination tenants.

Competing Properties

Look at competing properties for pressures such as market rents, incentives, lease terms, vacancies and target tenant groups. You can learn a lot from other properties and tenants.

Local Community

Understand the shopping patterns and needs of customers locally. When do they shop and what do they want to buy? How often do they shop? Integrate your marketing into the local community.

Anchor Tenants

Review the anchor tenants in the property for compatibility to the local community. Review sales figures of the anchor tenants for seasonal shifts in sales and customers.

Franchise Tenants

Franchise tenants require special leases that match to the terms of the franchise agreement. Choose the franchise tenants that attract customers to your property.

Property Presentation

A good property presentation helps a landlord drive a lower vacancy factor and a better market rental. A good property should give a great impression to visitors and tenants