



# ***JMS REAL ESTATE SERVICES***

*Taking Tenant Representation to the Next Level!*

## **JMS Commercial Real Estate Advisors**

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**WHY JMS? WHAT IS OUR  
DIFFERENCE?**

**FRANCHISOR IN-HOUSE REAL  
ESTATE DEPARTMENT**

**DISCOVERY DAY SUPPORT**

**TERRITORY DESIGN by RADIUS,  
CITY, or ZIP CODES**

**SITE SELECTION | LEASE  
NEGOTIATIONS**



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### ***WHY JMS? WHAT IS OUR DIFFERENCE?***

JMS Commercial Real Estate Advisors is a boutique commercial real estate company founded by Lloyd R. Wertheimer specializing in tenant representation for the franchising industry.

Our focus is our fiduciary responsibility to clients. Our skills, negotiating experience, and success in finding the right location for franchisees comes from over 18 years of experience in commercial real estate. Prior to specializing in tenant representation, we were a full-service brokerage. Knowing and understanding the expectations of both sides of the transaction gives us the knowledge to fully represent your interests, when dealing national, regional, local or private investors as the landlord. All require different skill sets in negotiations.

We combine a thorough understanding of franchise requirements and your business; acquiring this knowledge using different tactics:

- Discovery Day
- Demographic research
- Territory alignment
- Fundamental real estate principles

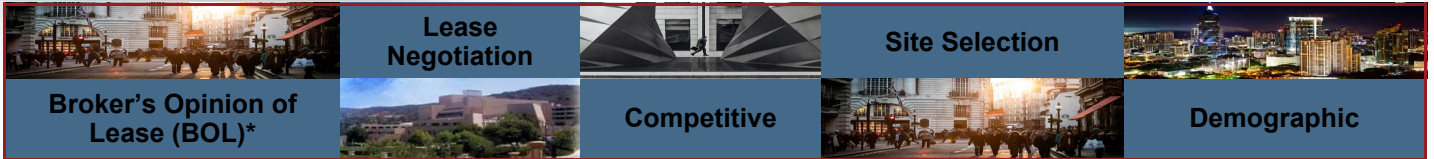
JMS does not view client relationships one-off transactions. We aim for long-term relationships that are marathons, not sprints. (Unlike a local broker whose interests lie mainly in sealing the deal.) Our responsibility is to find the best location available for your franchisee. JMS, works for the referral from the Franchisor to his next Franchisee, not the commission check at the end of a transaction. We have no quotas, and no time sensitive financial goals. JMS, functions as if we were an in-house broker; striving for the best location, low, competitive economics and above-market landlord contributions in every transaction. We take pride in fulfilling expectations, strategies and goals for expansion. Tenants know that we will be with them long after the lease is signed and long into their success.



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### ***IN HOUSE REAL ESTATE DEPARTMENT***



## **If you had an In-House Real Estate Department, What Would it Provide:**

- Standardized site selection for consistency in locations toured by franchisees.
- Reduced franchisor involvement in finding appropriate locations with enhanced franchisor oversight of real estate operations.
- Reduced time from initial site research to keys-in-hand and opening for business.
- Not-to-scale sample floor plans.
- A proven system designed to identify all potential, available properties in franchisee territories.
- Locations and deals with local agencies transacted as if each franchisee is opening a corporate store.
- Location criteria and manuals for the franchisor.
- Demographics to assist in territory development.

**JMS Commercial Real Estate Advisors can provide these services for you, as part of a full service agreement with your Franchise.**



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### **DISCOVERY DAY SUPPORT**

Because real estate is one of the top concerns of the franchising industry, this is a significant event for the franchisor and franchisee.

Of course, many franchisees would love to know what and where their ideal location is before they sign a franchise agreement. Though JMS cannot guarantee availability in their proposed territory, we can give them a good idea.

Prior to signing the franchise agreement, JMS can do the following to give a snapshot of available properties:

- A simple overview of the number of current available locations in the territory that meet the requirements of the franchise, along with the demographics

A JMS Custom Report,\* which includes the information from the simple overview, plus:

- Pictures, floor plans, site plans
- Detailed square footage of the unit and center
- Tenants in the center and possibly in the surrounding area
- Customized information may be available upon request
- Demographics based on 1,3,5 miles radius of a predetermined location

**\*Franchisee must sign a JMS Tenant Representation agreement prior to the running of the report.**

If possible, we may attend your Discovery Days. If not in person, we are available via a ZOOM/Go To Meeting type attendance, and can provide a custom brochure covering the real estate process to present to your potential Franchisees. It would include FAQs on the site selection and lease negotiation process.



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### **Site Selection & Lease Negotiations**

## **JMS PERFECTED WORKING REMOTELY FROM COAST TO COAST YEARS BEFORE COVID-19.**

Obtaining the best and most current information gets the best and most profitable location. JMS protocol provides the franchisee with almost complete availability within a market. We use national databases, (COSTAR, LoopNet, Showcase and more) as well as personal contact with the commercial brokers in the area. Through our affiliation with top retail brokerage firms, we are able to provide our clients with first-class local site-selection services, networking within organizations such as International Council of Shopping Centers (ICSC). Unlike our large, nation-wide counterparts who use their local affiliates, we get to hand-pick the best that each market has to offer. This protocol opens up listed and unlisted opportunities, and ensures our clients receive superb value-added services from JMS day-in and day-out.

JMS works with retailers and landlord/owners on a daily basis, along with a network of agents across the country leveraging our experience and knowledge to negotiate the best deal for our clients. Our exceptional research and execution capabilities allow us to achieve deals for our clients in superior spaces, in a timely manner, often at many times below asking or market pricing. Our clients then out-position and out-perform their competition, while improving the bottom line. Once the locations have been identified, Letters of Intent (LOIs) are negotiated via email or phone. Whether an agent is across the hall, across town or in another state, each transaction is completed the same way.

### **Lease Negotiations**

The goal: negotiate the highest level of Landlord contributions to obtain the best Tenant outcome for stability and economics through the term of their lease and option periods. The result; the Franchisee can now focus the next 5-10 years on creating a successful business.

When getting a Tenant Improvement Allowance, we know what ask for to maximize the TI Allowance dollars. Landlords typically limit what the TI Allowance can be spent on. When negotiating free rent, we know how to word the request to maximize free rent for the Franchisee.

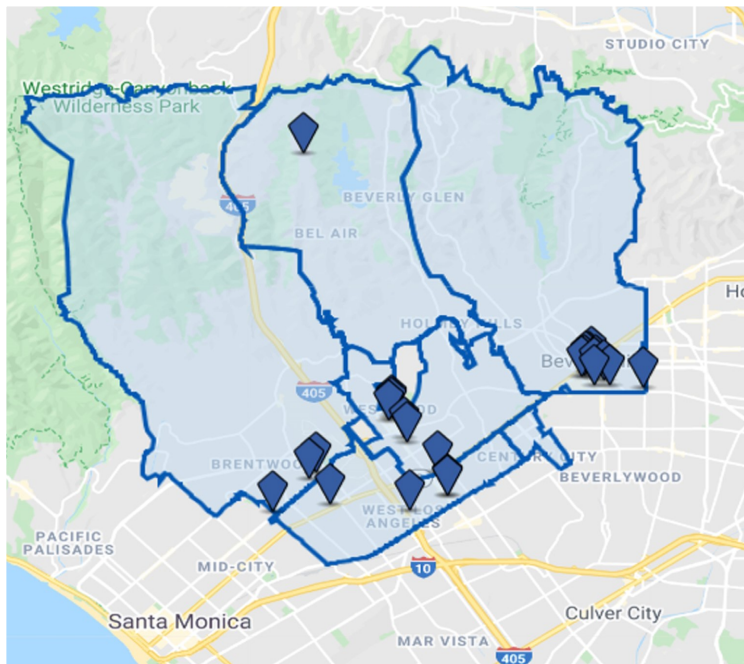
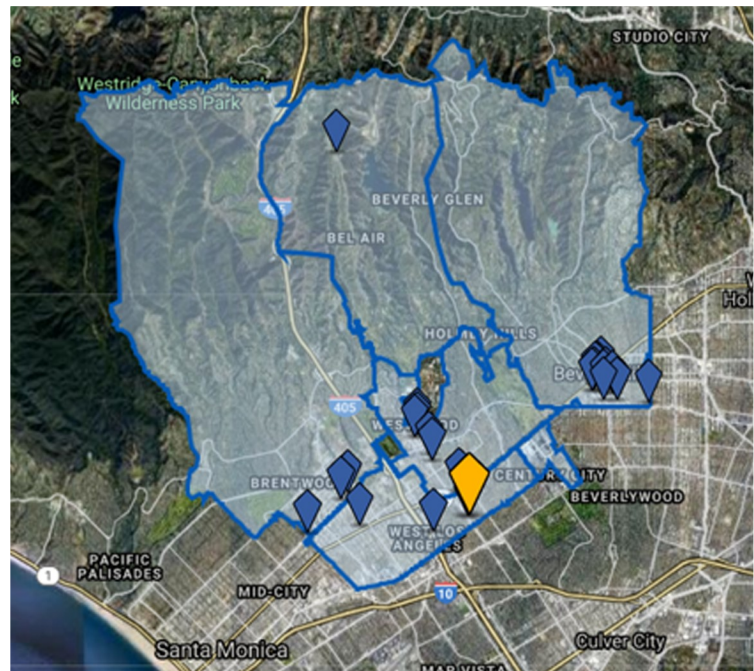
We typically negotiate 2-3 leases for our Client for the same location search. Not only from a contingency aspect, but also for a better bargaining position. We negotiate with the patience and urgency needed to get the right deal and get keys in hand to meet the expectations of the Franchisee's opening schedule.



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### ***Territory by Zip Code Residential Density & Street View***



Residential Density shows the outline of the territory and the surrounding neighborhoods. Helping identify the population within the territory and surrounding the territory.

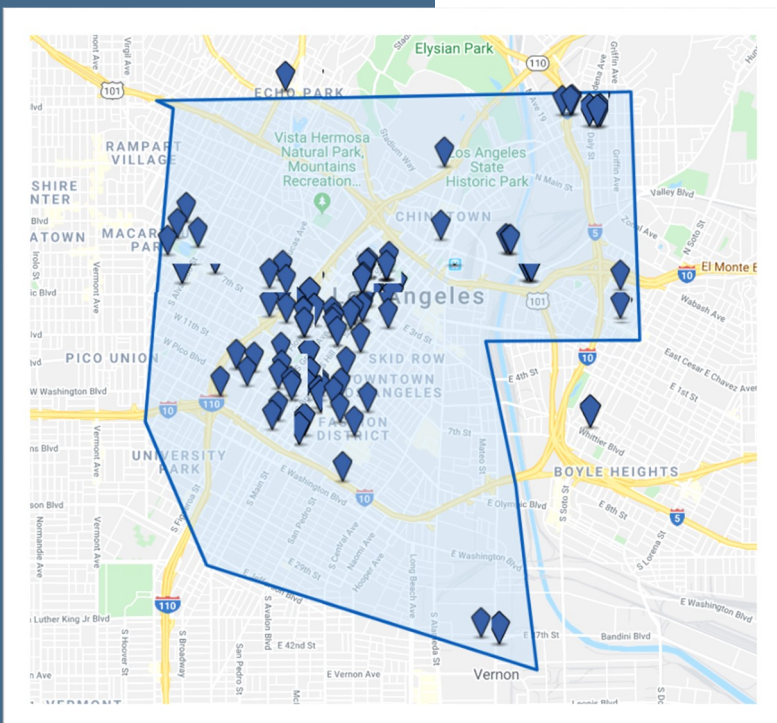
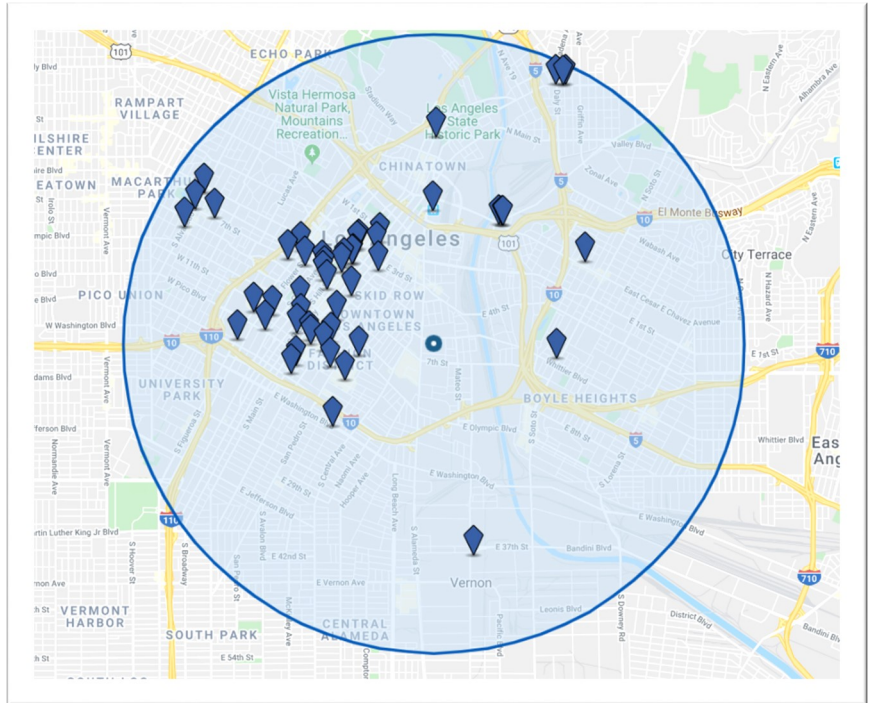
Street View gives the basic view of the city and streets. This helps identify the major streets in the territory and give a clearer over all view of a territory within the surrounding area.



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## TERRITORY RADIUS & CUSTOM CONFIGURATION



Radius Territories can be as little as a quarter (1/4) mile and extending to a fifty (50) plus mile radius circle, from a designated point.

A Custom Configuration will create a territory in any shape the designer chooses. Typically a territory could be created by outlining major streets or thoroughfare.



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### **Clients We've Proudly Served**

Brain Balance Achievement

Prudential Wealth

Management

AT&T Mobile

Water Edge Wineries

People Ready

Yogi's Grill

Creamistry



### **Locations Opened**

Phoenix, AZ

Orlando, FL

Frisco, TX

Austin, TX

Spokane, WA

Dallas/Ft Worth

Colorado Springs

Denver, CO

Aurora, CO

Pleasanton, CA

Palo Alto, CA

Daily City, CA

Ventura, CA

Tacoma, WA



Brain Balance®  
ACHIEVEMENT CENTERS







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### **Clients We've Proudly Served**

Sombrero Mexican Grills

Eye Level Learning  
Centers

CKO Kick Boxing  
ArchPoint Labs

RAW Fitness Centers

The Camp Transformation

E-Z Sleep Labs

Hugh O'Brien Youth  
Foundation



**MandarinArts**  
the studio for kids

### **Locations Opened**

Rancho Cucamonga, CA

Charlotte, NC

Simi Valley, CA

Los Angeles, CA

Fort Lauderdale, FL

Westlake Village, CA

Santa Fe Springs CA

Cupertino, CA

So. San Francisco, CA

Reseda, CA

Woodland Hills, CA

Encino, CA

San Diego, CA

Pasadena, CA

