

REALTORS® Signature Series Speakers Bureau

Sam Foster, CCIM



Hermosa Beach, CA

213.239.6232

sam.foster@am.jll.com

Speaker fee: \$3,000

Course length: 2 – 4 hours

BIO

Sam Foster, CCIM is an Executive Vice President with Jones Lang LaSalle-Los Angeles. As Executive Vice President of Tenant Representation Group, Sam's responsibilities include the representation of Mattel, Whirlpool, Xerox and other corporate real estate clients. Prior to joining Jones Lang LaSalle, Sam was Director of CB Richard Ellis' Madison Advisory Group. During the course of his career, he has effected or supervised transactions valued at over \$2.7 Billion.

Sam has a Bachelor of the Arts degree from the University of Southern California where he has also served as a guest lecturer on the topic of "Site and Location Analysis". He is a faculty member with the CCIM Institute and served as a Past President for the Los Angeles chapter. In addition to these accomplishments, his writings have been featured in Urban Land, Professional Report, Commercial Investment Real Estate Journal and Real Estate – Southern California. Additionally, Sam has authored one novel titled *Alpha Male* published in 2002 by Daniel & Daniel.

COURSE DESCRIPTIONS

Starting and Developing a Prosperous Tenant Representation Practice*

In this presentation, Sam seeks to redefine what it means to be a Tenant Representative and how this specialty fits in the world of Corporate Real Estate. While Corporate Real Estate seekers crave predictability and process, Tenant Reps seek to understand the business needs driving the real estate establishment. Learn the tools that enable you to separate a clients' *business* needs from their *real estate* needs. Sam will also discuss how to implement the work once you get it to meet and exceed the expectation of corporate clients. There are steps in tenant representation that look very much like standard brokerage practice. And there are other steps and techniques that are unique to corporate tenant rep work. In addition the session you will receive templates of the documents discussed so you can add them to your practice with ease.

*Sam is able to tailor this presentation to fit the needs of your members by utilizing the talents of his speaking partner and colleague, Amy Nawrocki.