

LANDLORD PERSUASION STRATEGIES FOR

HIGH-GROWTH, EMERGING TECH COMPANIES

Why Landlords Are Wary Of Start-Ups:

- Concerns about credit, so they feel safer leasing to more traditional, established companies
- Fear of funding tenant improvements, especially more creative buildouts that would be difficult to re-use, should the start-up fail
- Perception that start-up staff may negatively impact building's professional business image



Keys To Success:



Pitch landlords

like venture capitalists by using key elements of your investor pitch deck to prove your financial potential and staying power



Show how you

intend to use the space - that you present no financial risk to the asset and will enhance, not harm, the building's image



Reveal how

your successful growth will lead to greater business success and increase likelihood you'll continue to pay rent over your lease term



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