



**SAMPLE**

# Alternaty Tendering Sample



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Highly Commended - Best Property Consultancy  
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# Alternaty Tendering Sample Recommendations

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Tendering

## Office Leasing Alternaty Key Recommendations

- **Marketing Budget**
  - Alternaty Recommendation: The marketing budget proposed by the agent should be very carefully examined, scrutinised and negotiated.
    - Marketing should not be relied upon as the preliminary source of enquiries – these should come from the agents own database, content and knowledge of market information
    - Agents strongly favour marketing because it strongly benefits their company brand.
    - should consider pre-leasing to anchor tenants without openly announcing to the market. Only after a certain occupancy is achieved should public marketing campaigns begin.
- **Leasing Strategy**
  - Alternaty Recommendation: Strong pressure should be put on the agent to produce a carefully considered and detailed leasing strategy which must then be strictly followed. It should have the following:
    - Certain areas/zones should be released at certain times, not all at once
    - Less desirable areas should be leased first, leaving premium space to last
    - Rental rate should increase during the leasing period, step by step
    - Floor layouts should have different zones of attractiveness
    - Floor layouts should be flexible, and efficient

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## Recommendations

```

    graph TD
      Tenants1[Tenants] --> LeadAgent[Lead Agent]
      Brokers1[Brokers] --> LeadAgent
      LeadAgent --> Brokers2[Brokers]
      Brokers3[Brokers] --> LeadAgent
      Brokers4[Brokers] --> LeadAgent
  
```

**Main Roles:**

- **Lead Agent Main Roles:**
  - Sale Coordination
  - Agents Coordination
  - Introduction Coordination
  - Weekly/Monthly Report
  - Direct Sale
  - Launching organization
  - Marketing organization
- **Broker Main Roles:**
  - Direct Sale
- **Payment Options:**
  - Commission only
- **Payment Options:**
  - Base Salary (on-site team) + Commission

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# Alternaty Tendering Sample Tendering Matrix

	Consultant 1	Consultant 2	Consultant 3	Consultant 4
<b>Year of Establishment</b>	1996 - Re-entered 2006	2003	2009	2007
<b>Business format</b>	Franchise	Affiliate for 10 years	Franchise	Wholly owned
<b>No. of Employees</b>				
International	15,052	35,900	7,067	15,000
Vietnam	100	209	40	55
VN Property Management	20	53	7	0
VN Leasing	25	Office: 20; Retail: 21	15	Office: 16; Retail: 8
<b>Headquartered</b>	Sydney, Australia	Los Angeles, US	London, UK	New York, US
<b>Managed Properties</b>	Regionally in Hong Kong	Regionally in Singapore		
Quantity	10	27	4	0
Area	500,000	2,504,276 m2	62,094	0
<b>Timeframe</b>	2 - 3 months before handing over + 3 month pre-cons	18 months before start marketing		
<b>Consulting</b>				
Retail	No	No	Yes	No
Office	No	No	No	No
Property Management	No	Yes	Yes	No
<b>Leasing</b>				
Retail	Yes	Yes	Yes	Yes
Office	Yes	No - capability only	Yes	Yes
<b>Property Management</b>				
Office & Retail	Yes	Yes	Yes	Yes
Agency Format	Exclusive	Exclusive	Exclusive	N/A
<b>Fees</b>	Non-disclosed	Non-disclosed	Non-disclosed	Non-disclosed