

# PETER D. MORRIS

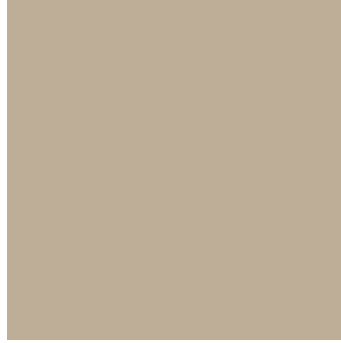
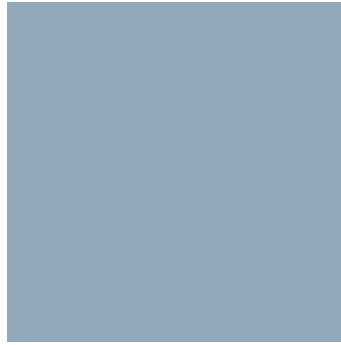
CRX, SCLS, SCSM, SCMD

COMMERCIAL REAL ESTATE  
TRAINER & FACILITATOR



## WHEN YOU WANT TO KNOW MORE ABOUT COMMERCIAL REAL ESTATE

Realtors, Occupiers and Landlords turn to Peter D. Morris to gain a competitive advantage. Now your event attendees can benefit from his industry leading expertise through his one-of-a-kind presentations, programs and courses.



# performance

## Better Bottom Line & Reduced Risk

Improving the bottom line and reducing risk is the concept at the core of all the topics covered by Peter Morris. His knowledge was gained over 3 decades of commercial real estate experience, being the COO of a REIT and other senior roles. He's negotiated opposite some of the best companies on the planet, and continues to seek out future-proof leasing and acquisition techniques gathered from his work in the Americas, Asia, Middle East and Europe.

As one client aptly noted: "I know what I know, but Peter knows what the global industry knows!"

Peter has conducted in person training

around the world on a wide variety of commercial real estate topics of interest to your attendees. These range from 1 hour break out sessions, to half and full day workshops. He is the author of three industry-leading books, with more in the works, contributor to four others, author of over 200 industry-related articles, regular media guest and a real estate expert witness.

**"Why not learn from the expert?"** Craig Patterson,  
Retail Insider

**Experts Agree  
This Content is  
Effective and  
Needed.....**

## Here Is What People Say

*Anyone who wants to create value and reduce risk through deal making in today's rapidly evolving real estate market will want to listen to Peter, read his book, and keep it handy as on-going reference. Peter leverages his cross-functional experience, drawing from real events and provides practical, value-add techniques and insight to the science of real estate.*

**George Chambers**  
CCIM, CPM, RPA  
**Woodland Chambers Group**

*As a former senior real estate executive for a brand name retailer, I can say that tenants don't want landlords to learn these lease negotiating strategies.*

**Mark Taylor B.Comm, CPM**  
**Vice President, Real Estate (Retired)**

*Very Good. More importantly, it fills a real void. And coming from someone with Mr. Morris' credentials and experience, it has a lot of credibility.*

**John S. Andrew, Ph.D.**  
**Director, Queen's Real Estate Roundtable**, Continuing Adjunct Assistant Professor, School of Urban & Regional Planning & School of Business, Queen's University

*A must for anyone involved in or thinking of becoming involved in leasing, or even someone looking to gain insight into how it's done. Peter Morris is obviously an expert. His expertise is reflected in his manual and sessions, which in my opinion should be read or taken by every landlord*

*and tenant.*

*As a lawyer, I thought I was knowledgeable in the art of negotiation. This takes it to a whole new level, especially pertaining to the nuances of leasing.*

*This teaches advanced techniques to increase property income and value, while at the same time reducing risk. Mr. Morris takes you through the steps and provides insight that only someone extremely knowledgeable could provide.*

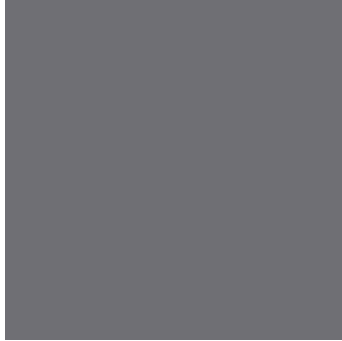
**Craig Patterson B.COMM., LL.B.**  
**Editor in Chief, RETAIL INSIDER**

*This is a second time I have attended your Seminars. Very well done, great topics and great knowledge of the subjects. Thank you.*  
**Zelko Miokovic**

*Great class. I thought you were an excellent teacher.*

**Kris Kereluk**  
**Sutton West Coast Realty**

*I enjoyed your class very much and was very impressed with your knowledge, and teaching using real life examples.*  
**Satinder Bhandari, P.Eng.**



# Subjects:

## Superior Knowledge is Everything in Business

Some of the many topics include:

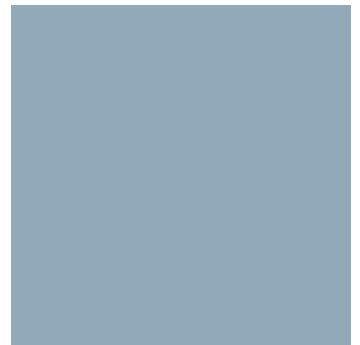
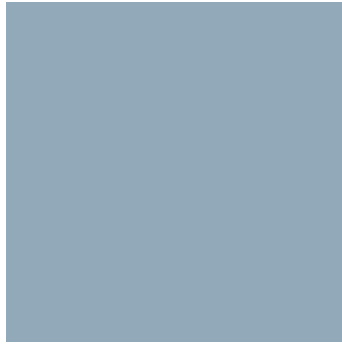
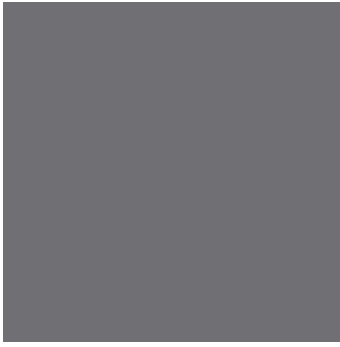
- Business Development for CRE Professionals
- Masterguide to Leasing (a half or full day workshop)
- The 11 Step Occupier Leasing Process
- The 5 Essentials You Need for a Successful Negotiation
- 15 Common Leasing Errors and How to Avoid Them
- Creating the Story to Sell™ [Marketing]
- Essential Clauses to Protect Your Interests and Reduce Risk
- Site Evaluation Done Right
- Lease Administration 101
- The Cure When Things Go Wrong
- Intro to Investment Sales
- Intro to Financial Analysis

Plus many, many others! Programs can be customized to meet your needs too.

These are the only commercial real estate courses of their kind in North America, focused on how to perform better.

While the live workshops, keynotes and in-person sessions provide the best learning environment; individual webinars and even entire online courses are available.





## Some Satisfied Clients & Past Appearances

Colliers International

International Council Of Shopping Centers

Canadian Real Estate Association

Real Estate Board of Greater Vancouver

Commercial Lease Insider

CRE Radio & TV

Medellin Shopping Centre Association

Toronto Real Estate Board

Government of Kuwait

Edmonton Real Estate Board

Small Business BC

Bell Media

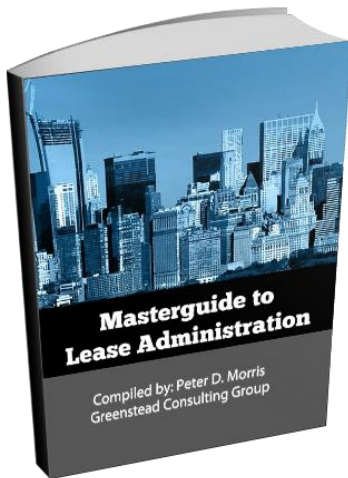
Financial Poise Webinars

Real Estate Boards of Victoria & Vancouver Island

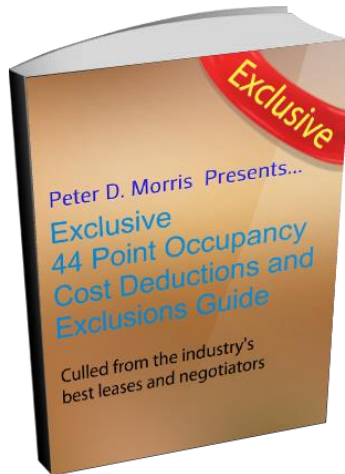
**Let Me Add You To This List!**

# My Publications

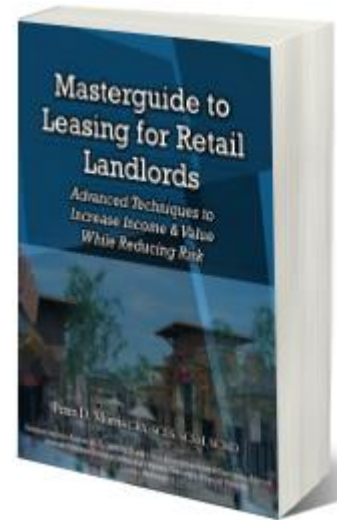
## Take Years Off the Learning Curve



The **Masterguide to Lease Administration** is written for anyone involved in managing a commercial real estate lease. Each chapter is written by an industry professional including lease administrators, asset managers, lease abstractors and lawyers. The book is appropriate for a seasoned professional as well as those just getting into lease administration.



The **Exclusive 44 Point Occupancy Cost Deduction and Exclusion Guide** is indispensable for anyone negotiating a triple net lease. This guide tackles one of the most negotiated clauses in the lease. Each suggested deduction or exclusion includes a rationale for it to provide a negotiating script. Each point has been gathered from hundreds of the best tenant leases. It is the only comprehensive guide we know of today.



The **Masterguide to Leasing for Retail Landlords™** provides proven best practices in four areas of the lease negotiation process educating commercial real estate professionals about the latest trends in leases and little known techniques while reducing enterprise risk. Understanding how the landlord thinks gives the tenant a negotiating advantage too.

The concepts in the 261 page book come from actual hands-on, practical experience leasing retail properties and not just theory or general business concepts.

Each of the 15 easy to read chapters builds on the previous one to provide a complete understanding of a leasing process specifically benefiting retail property landlords.



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Now Scheduling Events in 2024  
Call **TODAY** to Discuss Your Educational Needs

Peter D. Morris CRX, SCLS, SCSM, SCMD

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