



# ENHANCE

## Your Commercial Real Estate Career as a Buyer/Tenant Rep Broker.

**Introducing a new online course now available from VanEd!**

### The Principles of Buyer and Tenant Representation

*Author Joe Langran teaches you how to avoid costly mistakes as a Buyer/Tenant Rep Broker. As a long time Corporate Real Estate Director and Buyer/Tenant Rep Broker, he teaches the principles of Buyer and Tenant Representation and shares the important lessons learned through a series of educational case studies.*

**Upon completion of this course, the Broker will be able to:**

- › Improve the skills necessary to provide better customer service to the Client
- › Learn how international and national economic activity can affect the local real estate markets
- › Describe how Commercial Real Estate responds to economic bubbles and cycles and understand some of the causes behind these phenomena
- › Describe the skills necessary to be a successful Tenant Rep Broker
- › Know where to look for quality referral sources
- › Understand the different job requirements for a Tenant Rep Broker as it relates to the Office, Industrial, Retail Sectors and land development
- › Help the Client build a strong site development team



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# ONE-OF-A-KIND

## Strategies to Reduce Site Location Risk For Your Retail Clients.

**Introducing a new online course now available from VanEd!**

### The Principles of Site Location Analysis

*Learn how to pick sites the way the Retail chains do, through Site Location Analysis. Author Joe Langran shares his unique system to reduce site location risk for your retail clients and reduce mistakes in the selection process.*

*Joe's success when working with the franchisees of Arby's, McDonald's, Econo Lube N' Tune, Round Table Pizza, Taco Bell and other franchise companies have directly led to his receiving numerous awards.*

**Upon completion of this course, the Broker will be able to:**

- › Identify the appropriate trade area for the retail client
- › Reduce client site location risk by using the Site Evaluation Worksheet to identify the components most closely associated with the client's success
- › Create a Site Location Model for retailers
- › Use the Site Location Model as the basis for creating a Market Development Plan, Trade Area Analysis and Site Location Analysis
- › Conduct an effective site tour



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