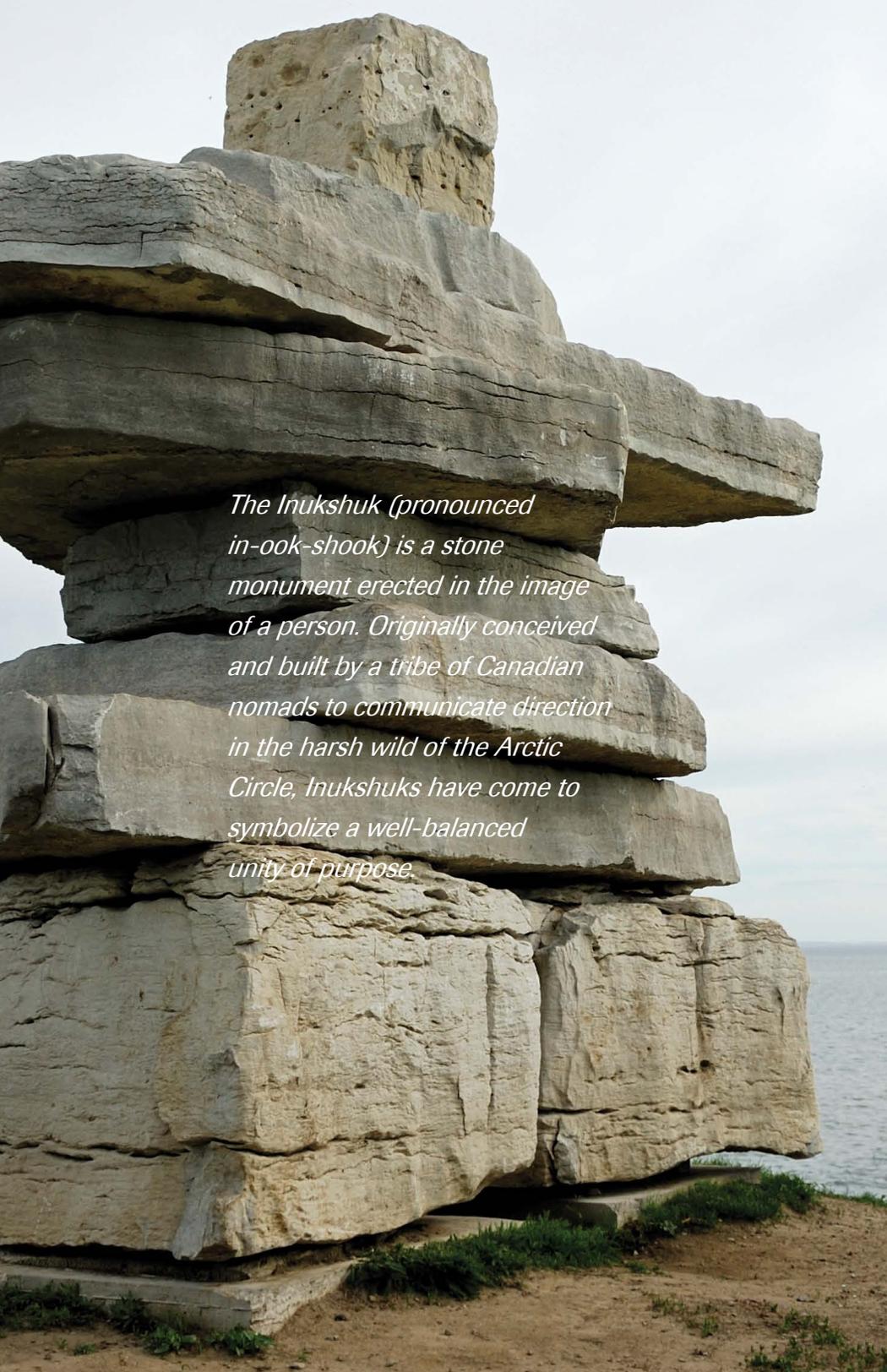




BELLA TERRA  
PARTNERS

BALANCED REAL ESTATE SOLUTIONS



*The Inukshuk (pronounced in-ook-shook) is a stone monument erected in the image of a person. Originally conceived and built by a tribe of Canadian nomads to communicate direction in the harsh wild of the Arctic Circle, Inukshuks have come to symbolize a well-balanced unity of purpose.*

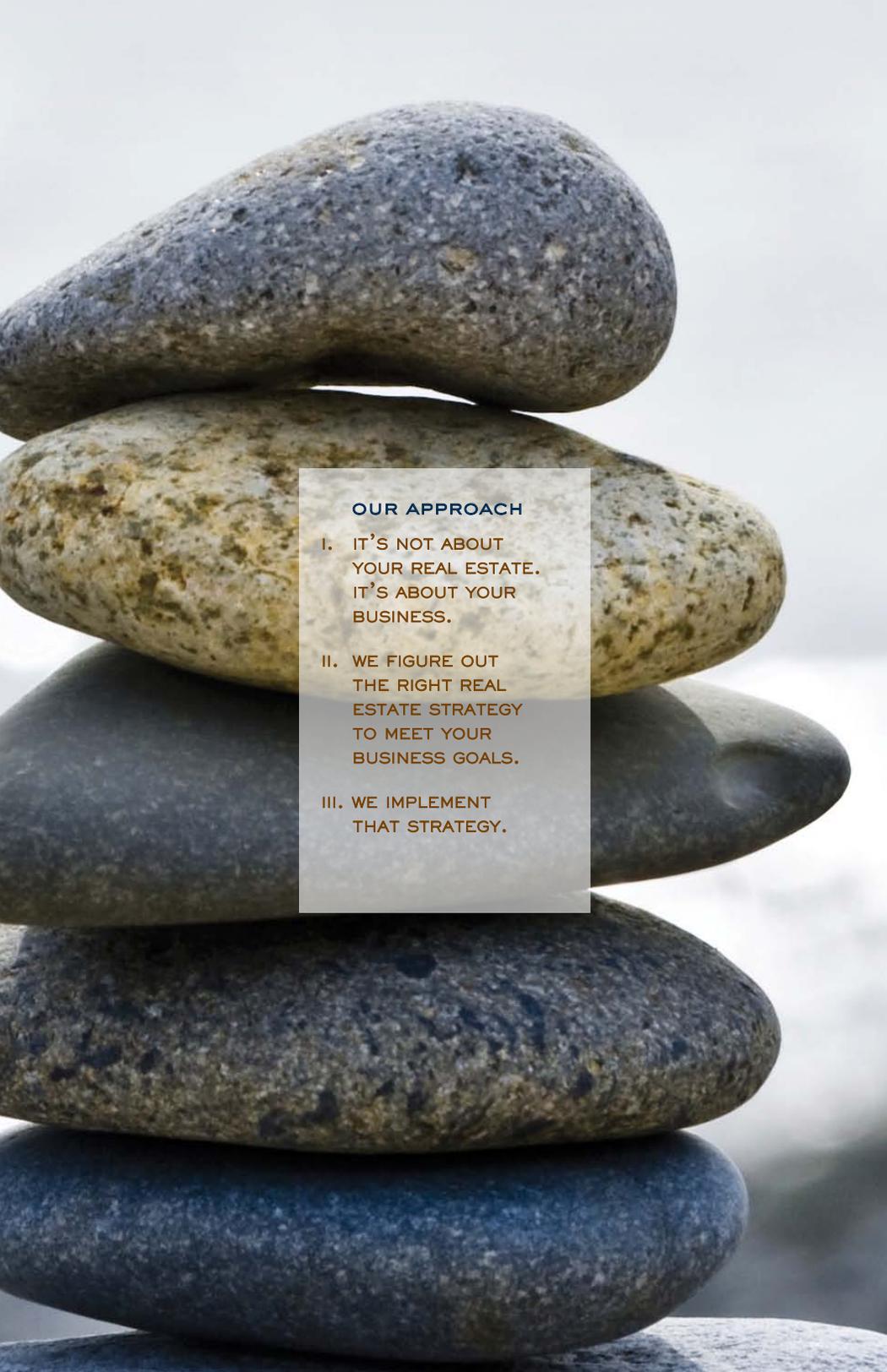
You've spent a great deal of time crafting your business strategy, building your operations, implementing supportive technology, establishing financial targets, and attracting talent. Why wouldn't you choose a real estate partner who focuses on understanding the unique business you've so carefully built before recommending space solutions of any kind?

We take pride in focusing on what's right for our clients rather than on what builds profitability for our firm. We're not a corporation tied to earnings pressures, and we're not in business to increase returns to our shareholders, which frees us to be able to help our clients make the best real estate decisions even if viable alternatives would make us more money. Further, because we only represent tenants, we're free from the conflict of interest with which many other firms struggle as a result of representing tenants and landlords together.

Bella Terra Partners is a privately held tenant representation real estate firm headquartered in Chicago that believes in aligning your real estate choices with your operational, financial, and qualitative goals to enable you to manage and sustain growth, maximize revenue, and attract and retain the best talent.



= BALANCED REAL ESTATE SOLUTION



#### OUR APPROACH

- I. IT'S NOT ABOUT YOUR REAL ESTATE. IT'S ABOUT YOUR BUSINESS.
- II. WE FIGURE OUT THE RIGHT REAL ESTATE STRATEGY TO MEET YOUR BUSINESS GOALS.
- III. WE IMPLEMENT THAT STRATEGY.

#### I. NEEDS ASSESSMENT

It begins with listening.

What are your firm's short-term and long-term goals? What are your prime business drivers? Which is more important to the success of your business: proximity to transportation or proximity to educated talent? Are you growing or shrinking? How much money do you have invested in real estate assets and how much should you? How efficiently are you using your current space? What are industry benchmarks and where do you stack up against them?

#### II. STRATEGY

It continues with a customized real estate strategy.

Businesses have many desires with regards to office space, the same way home owners do with houses. The only way to make sure your business achieves its goals is to understand which goals are more important, which are less important, and which are must-haves. We not only help you prioritize your goals as they relate to your real estate portfolio, we create multiple prioritization lists and overlay them all on the existing market to come up with the best fit for each.

It includes economic forecasting.

What trends in the U.S. and world economies will affect your business needs and strategies in the next year? In the next five years? In the next ten years? If economic conditions currently favor landlords, when and why is that likely to change, and how can you leverage that future today? On a daily basis, we examine everything from the credit markets to the stock markets, from the housing markets to Fortune 500 mergers and acquisitions, from the unemployment rate to the cost of oil. Why? Because any and all of these things can and do affect the amount of leverage you have with landlords in the negotiation of your lease.

#### III. TRANSACTION MANAGEMENT

It unfolds with transparent communication and obsessive attention to detail.

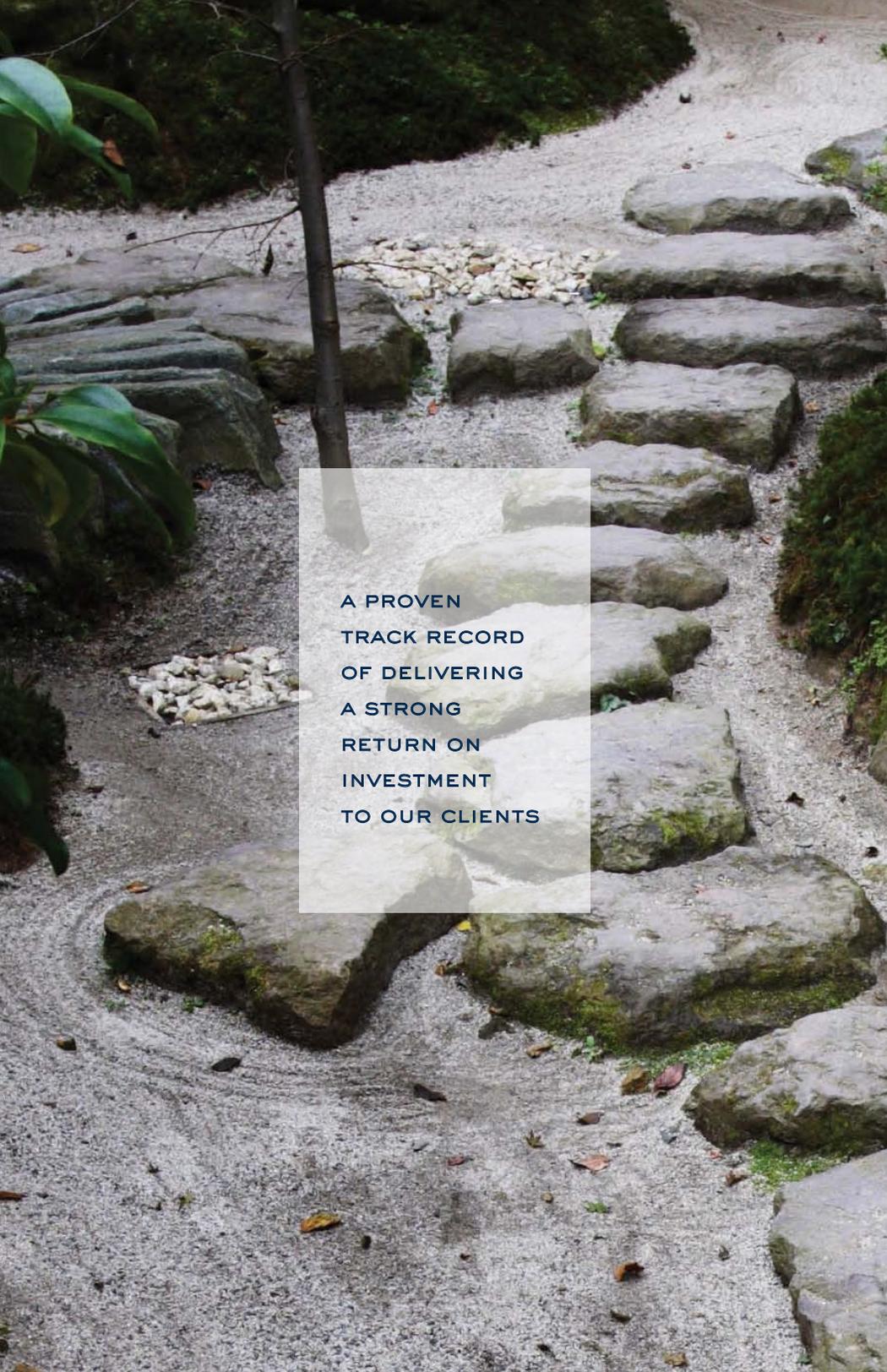
From presenting viable alternatives to your current space in an easy-to-digest format to organizing building tours that account for distance and weather, we make you feel like the celebrity you are to us.

It peaks with an appropriate negotiating style.

We bring 20 years of experience to the negotiating table and will advise you about which approaches work best with which landlords, which issues call for a firm stance, and which issues call for a flexible one, always remaining aware of how much leverage market conditions provide us.

It concludes with ongoing communication throughout the life of your lease.

Even though negotiations have concluded and a lease has been signed, there are no guarantees that your landlord will follow through on the terms of your lease. At Bella Terra Partners, we consider it an integral part of our service plan to you to review your lease at regular intervals to ensure the fulfillment of all lease terms throughout the life of the lease.



A PROVEN  
TRACK RECORD  
OF DELIVERING  
A STRONG  
RETURN ON  
INVESTMENT  
TO OUR CLIENTS

#### OUR PROVEN TRACK RECORD OF RESULTS

Our track record includes: delivering a strong return on investment to our clients, depth and quality of strategic planning, thought leadership and discipline of our approach and processes are attributes we strive to demonstrate during every client engagement. These are the things that have made us a highly reliable real estate partner to many companies you may recognize.

- American Academy of Disability Evaluating Physicians
- AON
- Bear Stearns
- Blackwell Consulting Services
- Dennis Publishing
- Illinois Chamber of Commerce
- James Ridge & Associates
- MarketSphere Consulting
- Patsystems
- Pivotal CRM
- Prophet Brand Strategy
- Schneider National
- Schenk, Annes, Brookman & Tepper, Ltd.

#### THE ESSENTIAL DIFFERENCE

In summary, then, what's the essential difference between Bella Terra Partners and other firms? Other firms merely execute real estate transactions: they survey markets, tour buildings, send landlords proposals, and pass along legal documents to attorneys. With Bella Terra Partners you get something more: diligent fact-finding, creative problem solving and transaction structuring, as well as sophisticated analytical capabilities. In other words, you get not only the ability to execute your transaction, but a strategic thought process to drive it—a process that ensures your real estate decisions will endure an array of long-term changes in any corporate climate.

Have you ever made a phone call to your banker, your attorney, or even a vendor you're currently employing and waited two days or more for them to call you back? At Bella Terra Partners, we build enduring relationships based on trust, which we earn by consistently adhering to the following **Service Commitments**:

**Service Commitment One:**

We will return all phone calls and emails within 24 hours

**Service Commitment Two:**

We will be rigorously honest at all times

**Service Commitment Three:**

We will provide a consistent level of excellence, regardless of the outcome

**Service Commitment Four:**

We will be compulsively attentive to detail

**Service Commitment Five:**

We will provide confident leadership, shepherding all moving parts of your complex real estate transaction to a conclusion that exceeds your expectations

**Service Commitment Six:**

We will provide you with all of the information we discover on the market and make our most informed recommendation. When we offer a proposal, we back it up with the data used to make it

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