

# Our Difference Is Your Advantage



*Carrie S. Holstead*  
Real Estate Consultants Inc.

*Representing Users Of Corporate Space Worldwide*



# Carrie S. Holstead:

## A Leader in *Conflict-Free* Tenant Representation Since 1989

## Our Difference

- We have no conflicts of interest.
- We are devoted to representing users of corporate space.
- We use our expertise to negotiate on your behalf, focusing on lowering your real estate costs.
- We are seasoned professionals with an average of 20 years experience.
- We provide broad geographic coverage with offices in major markets around the world.

## Your Advantage

- You will always receive conflict-free representation with total objectivity.
- You will receive the necessary negotiating leverage to reduce your real estate costs.
- You will reduce the risk of making a costly mistake.
- You will benefit from having an experienced professional as your trusted advisor.
- You will receive seamless representation in multiple markets.



Widely known as the author of the acclaimed *Insider's View To Corporate Real Estate*, Carrie is also the chairman emeritus of ITRA Global, one of the largest organizations in the world dedicated to representing users of corporate real estate, with experience in some three hundred markets around the world. Additionally, she is the founder, president and CEO of Carrie S. Holstead Real Estate Consultants Inc, the longest established tenant representation firm in Pittsburgh, Pennsylvania . Clients range from entrepreneurial entities to Fortune 500 companies.

In 2017, Carrie was presented with the Exemplary Service Award by the Chairman of ITRA Global at its Fall Conference and twenty-five year anniversary celebration in Paris, France. This prestigious award salutes outstanding leadership and contributions as determined by its board of directors. Additionally, she was recognized by *Smart Business Magazine* as a Smart 50 honoree for her ability to effectively build and lead a successful organization.

Carrie has additionally been honored as a Woman of Influence by *Real Estate Forum Magazine*, recognized by CoStar as a "Top Power Broker," and recognized by ITRA Global both for having generated the most transactions finalized in cooperation with affiliate offices and with its Award of Excellence for her international work. Also, she has been featured in the Pittsburgh Business Times list of the largest office leases and been honored as one of Pittsburgh's Finest, based on her professional achievements and community involvement. Moreover, she is a licensed real estate broker and graduate of Leadership Pittsburgh.

Her recent guest appearances on television include interviews for "Our Region's Business" discussing "How The Pittsburgh Commercial Real Estate Market Stacks Up On A National and International Basis" and another revealing "The Impact of the Oil and Gas Industry on the Commercial Real Estate Market in Pittsburgh" and subsequently revealing "The Importance To The Region's Economic Growth of Having The ITRA Global Conference in Pittsburgh." Additionally, she has been a keynote speaker at the Allegheny County Bar Association, Association of Corporate Counsel, ITRA Global, NAIOP, IFMA Corporate Facilities Council global webinar, and the Reed Smith law firm Corporate Real Estate Seminar in New York City.

Prior to being elected chairman emeritus of ITRA Global in 2015, Carrie served in the capacity of director, then secretary, treasurer, vice chairman and chairman of the board.

# Our Work

“Carrie took the time to listen to us and clearly understood the business objectives that we wanted to achieve with our office relocation. A Letter of Intent was quickly drafted – during a holiday week – and the terms of the business lease with one of the building owners were thoughtfully negotiated by Carrie. In the end, Carrie’s tenacity brought critical negotiations to a successful conclusion in less than 48 hours. I was both pleased and impressed.”

M. CAROL FOX, PRESIDENT, COLUMBIA GAS OF PENNSYLVANIA, INC.

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“Carrie Holstead is a trusted advisor on whom I have relied to resolve all of Forever’s corporate real estate needs. She has negotiated multiple transactions on our behalf to align our office leasing needs with those of our growing company, and has always delivered superior results. I will be working with Carrie in the future.”

GLEN MEAKEM, FOUNDER, PRESIDENT AND CEO, FOREVER, INC.

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“Carrie Holstead took total responsibility for the project and was very pro-active throughout the entire process. Her keen understanding of the corporate real estate market meant we had great access to the available space around Pittsburgh. We toured nine or ten locations in two days, and Carrie did a great job with the RFP from our top choices. Then she became even more pro-active during negotiations of the lease and its terms. She was very successful and got everything we wanted.”

BRYAN C. HONDRU, CHAIRMAN, THE HDH GROUP

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“Carrie resolved our corporate real estate needs professionally and cost effectively. Her market knowledge, tenacity, objective advice and negotiating acumen was tremendously beneficial to our organization, as was her assembling the best in class team to design efficient space and stretch our construction dollars. We look forward to working with Carrie again.”

DOUGLAS A. MULLINS, CPA, CHIEF FINANCIAL OFFICER, PRESSLEY RIDGE

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“We knew that Carrie was the best person for this important assignment after seeing her in action as a member of Leadership Pittsburgh. Her intimate knowledge of the Pittsburgh office market immediately opened the doors to the best real estate options for our organization. As importantly, her ability to guide us through the step-by-step lease analysis process, and negotiate the best possible business terms, was exceedingly valuable for us in making the right choice for a new headquarters.”

ARADHNA OLIPHANT, PRESIDENT & CEO, LEADERSHIP PITTSBURGH

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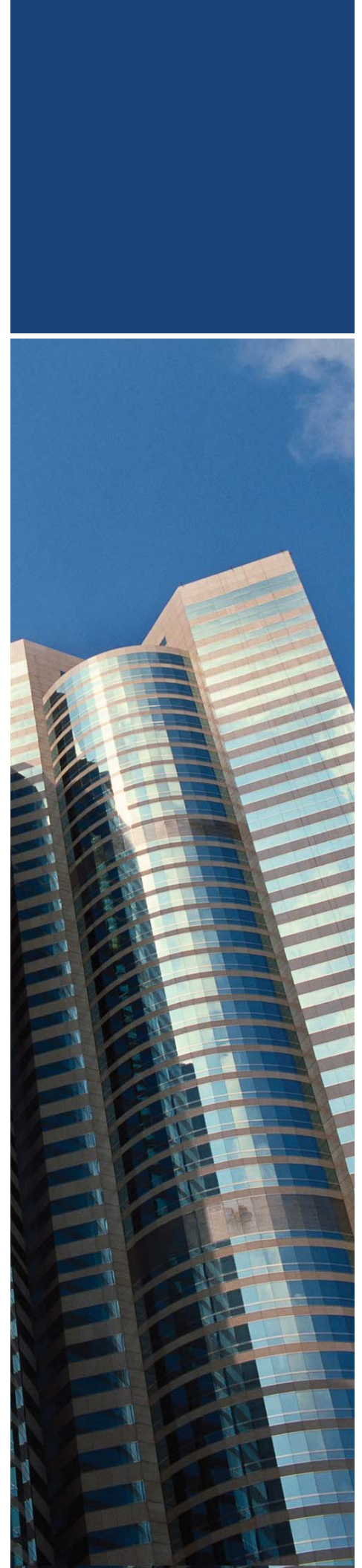
“All of the research information and financial data that Carrie Holstead put together for us was so complete during the lease review process that I could immediately turn it over to our CFO for analysis. The cost savings was important to us, and Carrie did a fabulous job of understanding our goals, leveraging our requirement, and negotiating a package that protects our real estate needs for the long term.”

JEANNE D. COTTER, VICE PRESIDENT OF QUALITY, N.A. WATER SYSTEMS, A VEOLIA CO.

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“I have worked with commercial real estate professionals around the world, and Carrie is one of the best! She is objective, knowledgeable, responsive, and works extremely hard for her clients. Carrie is the tenant advocate you want on your side.”

HEINZ MACSWAIN, PORTFOLIO MANAGER,  
CORPORATE REAL ESTATE DIVISION, WELLS FARGO





*If your company  
needs to expand,  
contract, merge,  
relocate, or renew  
an office lease(s),  
locally or globally,  
call us today.*

# Our Services

## Tenant Representation Specialists

### Strategic Planning

- Project Strategy
- Needs Assessment
- Budget Development
- Cost & Risk Reduction
- Critical Dates
- Client Approval

### Transaction Services

- Lease Assessment
- Space Programming / Projections
- Employee & Customer Mapping
- Status Reports
- Market Survey
- Building Tours & Evaluations
- Preliminary Design Coordination
- Construction Estimates
- Business Point Negotiation
- Financial Analysis & Comparison
- Building / Site Analysis & Selection
- Review of Legal Documents

### Protective Services

- Letter of Intent
- Lease Review & Negotiations
- Operating Expense Audits
- Document Tracking & Administration
- Lease Abstract

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