



## WHAT IS AGGRESSIVE ASSET MANAGEMENT?

There is not a management firm in the world that will say that they are not aggressive in their approach to the management of your asset. This is particularly true when they are trying to win your business. But as in all things, actions speak louder than words. What does their past performance suggest? Have they really been aggressive? Have they really been proactive?

What does aggressive asset management really mean? The definitions from Merriam Webster that I like the best and I think best illustrate what is meant by the term are: “marked by combative readiness” and “marked by driving forceful energy or initiative”. Aggressive asset management means taking the initiative. Devising a plan of action and then executing it. An aggressive asset manager does not let obstacles get in the way. No is not an acceptable answer.

In this downward trending market where new tenants are scarce and everyone has their hand out for a concession, one has to be ready for combat. This does not mean that one has to be combative. One also must take the initiative.

At REVA Management Advisors, LLC, we take this attitude to heart. We do everything in our power to get out ahead of the problem and stay our front. If a tenant is coming up for renewal in a declining market, get aggressive on rate and terms early. Do not

give them the opportunity to shop the deal. Make it worth their while to stay. If you have empty space to lease make sure that your leasing agents are knocking on doors – no one likes to cold call and you would be amazed at the number of deals we have done, the sheer volume of empty square footage that we have filled through leads generated by cold calling.

This forceful initiative pays dividends on the expense side as well. When was the last time your manager re-bid all the service contracts in your property? Are you getting the best service for the best price? Have the real estate taxes been appealed? Have they had a conversation with your leasing agents about taking their commissions over the term of the lease rather than up-front (amazing what an impact something so simple can have on cash flow)? I am willing to bet that they have not.

If your property is experiencing difficulty, you need an asset manager that

has the same sense of urgency that you have. Find that company and find them now! Over the past 18 months or so we have successfully returned 7 TIC assets to health. If you would like us to do it for yours give me a call at 866-842-7545.



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