ROAM REAL ESTATE INC

ROAM COMMERCIAL

Tenant Representation & Site Selection

Strategic Representation.
Boutique Execution.

ROAM REAL ESTATE INC.
LIA CATON
FOUNDER | MANAGING BROKER

CHICAGO
WWW.ROAMREALESTATEINC.COM

Your Business. Your Next Move. Our Focus.

ROAM Commercial is the commercial real estate division of ROAM Real Estate Inc., a Chicago-based boutique brokerage providing tenant representation, site selection, leasing, and advisory services.

We work with businesses to identify commercial properties that support their operational requirements, location strategy, financial objectives, and long-term plans.

Whether opening your first location, relocating an established business, or expanding into new markets, ROAM provides the market knowledge, strategic guidance, and direct representation to help you evaluate opportunities and make informed real estate decisions.

- Direct broker involvement.
- Personalized representation.
- Strategic site selection.
- Market-informed recommendations.
- Thoughtful lease negotiations.
- Responsive communication.
- Long-term relationships.

Finding the right commercial space is about more than availability. It's about understanding the business, evaluating the opportunity, and negotiating terms that support what comes next.

TENANT SERVICES

- Tenant Representation
- Site Selection
- Market Research
- Property Evaluation
- Occupancy Cost Analysis
- Lease Negotiation
- Expansion & Relocation Strategy
- Transaction Coordination

Boutique By Design.

01

Personal Representation

The broker you meet is the broker who leads your assignment. ROAM represents your interests throughout the search, evaluating opportunities and negotiating business terms on your behalf.

02

Business-First Strategy

We begin by understanding the business, not simply searching available listings. Location, operational requirements, occupancy costs, customer access, and future plans inform the strategy.

03

Market Knowledge & Industry Relationships

ROAM works across retail, restaurant, hospitality, fitness, wellness, and office real estate. Industry involvement and commercial relationships support market awareness and the identification of relevant opportunities.

04

Strategic Negotiation

Commercial leases involve more than rental rates. ROAM evaluates the financial and operational implications of lease terms, including rent escalations, operating expenses, tenant improvements, and renewal options, helping clients negotiate terms aligned with their business objectives.

THE ROAM POSITION

“The right space should support the business, not simply accommodate it.”

Understand the Business. Evaluate the Market. Find the Right Fit.

1

Business Discovery

Understand the concept, operational requirements, growth plans, target customers, location preferences, and financial parameters.

2

Market Research

Evaluate relevant markets, neighborhoods, demographics, competing businesses, accessibility, and commercial availability.

3

Property Identification

Identify properties that align with your requirements, including suitable publicly marketed opportunities and other available properties identified through broker outreach.

4

Property Evaluation

Assess visibility, access, layout, infrastructure, permitted uses, parking, loading, and other property-specific considerations.

5

Financial Analysis

Compare asking rents, operating expenses, escalation structures, improvement requirements, and anticipated occupancy costs.

6

Lease Strategy

Develop a negotiation approach based on your business objectives, financial considerations, and property requirements.

Understand It. | Find It. | Evaluate It. | Negotiate It.

Understanding the Space Behind the Business.

Every business uses space differently. ROAM evaluates each opportunity through the lens of how the business will operate, serve its customers, and grow.

Retail

Storefront visibility, customer demographics, pedestrian traffic, accessibility, neighboring businesses, and location strategy.

Restaurant & Food Service

Kitchen infrastructure, ventilation, black iron, grease traps, plumbing, utilities, permitted uses, and restaurant-specific buildout considerations.

Hospitality

Location characteristics, guest experience, accessibility, property configuration, and hospitality-related operational requirements.

Fitness & Wellness

Space configuration, ceiling heights, structural considerations, parking, accessibility, mechanical requirements, and permitted uses.

Professional Office

Location, space efficiency, accessibility, building amenities, workplace requirements, and overall occupancy costs.

Expansion & Relocation

Support for businesses evaluating new locations, additional units, relocations, and market-entry opportunities.

INDUSTRY AFFILIATIONS

ROAM maintains active relationships across Chicago's commercial real estate, retail, restaurant, hospitality, and tourism communities. Our industry memberships and partnerships support market knowledge, professional connections, and opportunities to engage with the businesses shaping our city.

MEMBERSHIPS

- Illinois Restaurant Association
- Illinois Hotel & Lodging Association
- The Magnificent Mile Association
- Women's Council of REALTORS®
- ICSC
- CREW

PARTNERSHIP

- Choose Chicago

Hands-On From Day One.



ROAM remains personally involved throughout the process, helping clients evaluate opportunities, understand their options, and make informed real estate decisions.

01 Understand the business and define requirements.

02 Establish location criteria, financial parameters, and search priorities.

03 Evaluate markets and identify opportunities.

04 Select properties that best align with the client's needs.

05 Coordinate and evaluate property tours.

06 Compare occupancy costs, property conditions, and operational considerations.

07 Develop offers and negotiate letters of intent and key business terms.

08 Work with ownership, listing brokers, legal counsel, and other professionals.

09 Support the transaction through lease execution.

The objective isn't simply finding available space.
It's identifying the right opportunity for the business.

Clear Communication. Informed Decisions.

ROAM provides direct, consistent communication throughout the search and negotiation process, so every decision is made with clear information and a shared understanding of what comes next.

Clients stay informed on:

Available properties · Market conditions · Property comparisons · Tour feedback · Occupancy costs · Negotiation developments · Outstanding questions · Next steps

Tenant Search Summary

SAMPLE FORMAT

01 SEARCH ACTIVITY	02 PROPERTY SHORTLIST	03 PROPERTY TOURS	04 PROPERTY COMPARISONS
Properties identified and reviewed.	Opportunities meeting the client's criteria.	Completed and upcoming tours.	Location, size, condition, and suitability.
05 OCCUPANCY COSTS	**06 NEGOTIATION STATUS**	**07 PROPERTY CONSIDERATIONS**	**08 NEXT ACTIONS**
Rental rates, additional expenses, and financial considerations.	Offers, LOIs, and ongoing discussions.	Infrastructure, permitted uses, and other material factors.	Outstanding items and upcoming decisions.

Illustrative format only. Search summaries and reporting are tailored to each assignment.

Clear information and consistent communication help businesses make confident real estate decisions.

ROAM COMMERCIAL

Your Business.
Your Strategy.
Your Broker.

LIA CATON

Founder | Managing Broker, ROAM Real Estate Inc.

Lia Caton leads ROAM Commercial with a practice spanning landlord and tenant representation, leasing, site selection, and advisory services across retail, restaurant, hospitality, office, mixed-use, and other commercial properties.

On tenant assignments, Lia is directly involved at every stage: understanding client requirements, developing the search strategy, identifying and evaluating properties, coordinating tours, negotiating business terms, and supporting the transaction through lease execution.

She built ROAM around relationship-driven representation and personal accountability, with every client working directly with the broker leading their search.

Let's discuss your business, your location requirements, and a real estate strategy built around your next move.

Let's ROAM.

ROAM REAL ESTATE INC

ROAM COMMERCIAL

ROAM Real Estate Inc.
Lia Caton, Founder | Managing Broker
312-858-8880
lia@roamrealestateinc.com
www.roamrealestateinc.com