



COMMERCIAL

The ROAM *Commercial Approach*

Boutique by Design. Strategic by Nature.

PERSONAL ATTENTION. PROFESSIONAL EXPERTISE.



*Four principles.
One approach.*

R

RELATIONSHIPS

We believe genuine relationships and trust are the foundation of successful representation.

O

OPPORTUNITY

We recognize potential and help clients explore possibilities aligned with their goals.

A

ACCOUNTABILITY

We believe in clear communication, transparency, and following through on our commitments.

M

MOVEMENT

We help clients navigate change, pursue growth, and move confidently toward what's next.

Boutique by Design. *Strategic by Nature.*

ROAM Commercial is an independent, boutique commercial real estate brokerage built on a simple belief: strong representation begins with genuine relationships.

We bring together market knowledge, individualized strategy, and hands-on service to help property owners, businesses, and investors navigate important real estate decisions.

Our approach is intentionally personal. We take the time to understand each client's objectives, shape a plan around them, and stay closely involved from the first conversation to the final signature.

At ROAM, boutique describes how we work, not simply the size of our firm. Our clients are never one more transaction in a large portfolio.

A NOTE FROM OUR FOUNDER

"Commercial real estate decisions are rarely just about the property. They're about the businesses that operate within it, the investments behind it, and the people whose plans depend on getting those decisions right."

At ROAM, we believe understanding those objectives is where meaningful representation begins."



Lia Caton

FOUNDER & MANAGING BROKER
ROAM REAL ESTATE INC.

Commercial Real Estate *Representation*

Every commercial real estate assignment brings its own objectives and challenges. ROAM provides individualized representation built around the needs of each client and property.

01

LANDLORD REPRESENTATION

Property positioning, leasing strategy, rental analysis, marketing, tenant qualification, and negotiations.

02

TENANT REPRESENTATION

Site selection, market surveys, property tours, comparative lease analysis, occupancy cost evaluation, and negotiations.

03

COMMERCIAL SALES

Property evaluation, market positioning, pricing recommendations, buyer outreach, offer evaluation, and transaction coordination.

04

INVESTMENT & ACQUISITIONS

Property searches, identifying prospective acquisitions, comparative market analysis, purchase negotiations, and due diligence coordination.

05

FEATURED ON PAGE 04

RETAIL, RESTAURANT & HOSPITALITY REAL ESTATE

Retail leasing and storefront site selection, restaurant and hospitality property considerations, specialized infrastructure, lease negotiations, and acquisition representation.

Retail, Restaurant & Hospitality

Understanding the Space Behind the Business.

Every commercial space has a purpose. From neighborhood storefronts and retail brands to restaurants and boutique hotels, the right strategy considers both the space and the business within it.

ROAM Commercial works with property owners, retailers, restaurant operators, and hospitality businesses on site selection, leasing, and acquisitions.

OUR AREAS OF FOCUS

01

Retail Leasing & Site Selection

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

02

Landlord & Tenant Representation

Property positioning, leasing strategies, tenant qualification, site selection, occupancy costs, and lease negotiations.

03

Restaurant & Food Service

Restaurant site selection, kitchen infrastructure, ventilation, grease traps, plumbing, utilities, and operational requirements.

04

Hospitality Properties

Hotels, boutique hospitality concepts, property configuration, guest experience, location characteristics, and repositioning considerations.

05

Lease & Acquisition Strategy

Rental economics, operating expenses, tenant improvements, landlord work, purchase considerations, and transaction negotiations.

06

Zoning & Permitting Considerations

Permitted uses, zoning, licensing requirements, and coordination with the appropriate professionals.

INDUSTRY INVOLVEMENT

Illinois Restaurant Association

MEMBER • IRA

Illinois Hotel & Lodging Association

MEMBER • IHLA

ROAM Real Estate Inc. is a member of both organizations. Our involvement reflects our commitment to maintaining meaningful industry relationships and understanding the evolving real estate needs of businesses, owners, operators, and investors.

Understand. Analyze. *Position. Execute.*

Successful commercial real estate representation begins with understanding the client, not simply the transaction. Our approach combines individual attention, market-informed recommendations, and a collaborative process shaped around each assignment.

01

UNDERSTAND

We begin by learning about the client's objectives, priorities, and property or business requirements.

02

ANALYZE

We evaluate relevant market conditions, comparable properties, available options, and transaction economics.

03

POSITION

We develop a representation strategy suited to the property, the business, and the client's objectives.

04

EXECUTE

We put the plan in motion, coordinate communication, negotiate business terms, and help guide the transaction toward completion.

THROUGHOUT THE PROCESS

We believe our clients should always understand where things stand, what decisions are ahead, and how those decisions may affect their objectives.

Thoughtful Positioning. *Targeted Exposure.*

Exceptional commercial real estate marketing begins long before a property is listed. It starts with understanding the asset, identifying the right audience, and developing a strategy that positions the property to stand out.

OUR MARKETING APPROACH

01	Professional Presentation	Quality photography, accurate property information, floor plans, and polished marketing materials.
02	Digital Exposure	Relevant commercial listing platforms, online marketing, and digital distribution.
03	Broker Relationships	Direct communication with cooperating brokers and commercial real estate professionals.
04	Targeted Prospecting	Outreach to businesses, operators, investors, and other prospects whose requirements may align with the property.
05	Market Feedback	Evaluating inquiries, property tours, and market response to help inform our recommendations.

The Value of *Representation*

An advertised rental rate or purchase price tells only part of the story. Professional representation means evaluating the complete transaction: what the market will support, how concessions, costs, and terms shape the economics, and where careful negotiation can make a meaningful difference.

It also means coordination, keeping clients, cooperating brokers, attorneys, and other professionals working from the same terms and timelines.

The specific marketing services for each property are established in the applicable listing agreement.

Chicago Roots. *Broader Perspective.*

Rooted in Chicago, ROAM Commercial brings a relationship-driven perspective to opportunities across multiple markets.

ILLINOIS • OUR PRIMARY MARKET

Chicago

The foundation of ROAM Commercial's business.

Our work focuses on commercial real estate throughout Chicago's downtown districts, neighborhood retail corridors, mixed-use developments, and commercial business communities.

Nashville

TENNESSEE

An additional market where ROAM builds relationships and pursues commercial real estate assignments.

Florida

STATEWIDE FOCUS

An additional market of focus for commercial real estate relationships and opportunities, consistent with applicable licensing requirements.

Boston

MASSACHUSETTS

An additional market of focus for commercial real estate relationships and opportunities.

Boutique in approach. Broad in perspective.

Brokerage services in each market are provided in accordance with applicable licensing requirements.

The Boutique *Difference.*

At ROAM Commercial, we believe the quality of representation is defined by the attention, expertise, and commitment brought to each assignment.

PERSONAL ATTENTION	INDIVIDUALIZED STRATEGY	MARKET KNOWLEDGE	COLLABORATIVE RELATIONSHIPS	ACCOUNTABILITY
Direct client relationships and active involvement throughout the transaction.	Representation tailored to the objectives of each property, business, and client.	Recommendations grounded in relevant market information and transaction economics.	Working effectively with clients, cooperating brokers, and industry professionals.	Clear communication, responsiveness, and consistent follow-through.

Whether you are preparing to lease a property, searching for commercial space, considering a sale, or evaluating an acquisition, ROAM Commercial brings a personal, informed approach to every assignment.

Grow Where You **ROAM.**

The right relationships. The right opportunities. The confidence to make your next move.



Lia Caton

FOUNDER & MANAGING BROKER

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