ROAM REAL ESTATE INC

ROAM COMMERCIAL

Landlord Representation & Leasing

Strategic Representation.
Boutique Execution.

ROAM REAL ESTATE INC.
LIA CATON
FOUNDER | MANAGING BROKER

CHICAGO
WWW.ROAMREALESTATEINC.COM

Commercial Representation Should Be Personal.

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

We work with property owners and investors across Chicago and beyond, building every relationship on direct involvement and candid advice.

Our boutique structure allows us to remain closely involved in every assignment, providing thoughtful guidance, responsive communication, and a personalized approach to leasing.

- Senior-level attention.
- Responsive communication.
- Creative marketing.
- Strategic prospecting.
- Personal accountability.

At ROAM, properties don't become inventory.
They become assignments.
And every assignment receives a strategy.

SERVICES

- Landlord Representation
- Tenant Representation
- Commercial Leasing
- Site Selection
- Property Positioning
- Tenant Acquisition
- Market Analysis
- Competitive Vacancy Analysis
- Lease Negotiation
- Asset Stabilization

Boutique By Design.

01

Personal Attention

The broker you meet is the broker who leads your assignment. Owners have direct access from the first pricing conversation through lease execution.

02

Strategic Positioning

We study competing vacancies, tenant demand, and achievable rents to position the space competitively and present it to the users most likely to lease it.

03

Active Prospecting

Beyond listing platforms, we identify qualified businesses and tenant-rep brokers whose requirements fit the space, then introduce the opportunity directly.

04

Responsive Execution

Inquiries are answered promptly and every tour is followed up. Negotiations are guided by ownership's priorities, with terms that protect long-term asset value.

THE ROAM POSITION

"Every vacancy deserves a strategy, not simply a listing."

Thoughtful Positioning. Targeted Marketing. Active Leasing.

1

Property Positioning

Define the property's competitive story, target tenant profile, and market positioning.

2

Professional Marketing

Photography · Property brochures · Floor plans · Property-specific marketing · Digital assets · Signage strategy

3

Commercial Platforms

CoStar · LoopNet · ROAM Commercial website · Commercial listing networks

4

Broker Outreach

Targeted email campaigns · Tenant-rep broker outreach · Personal broker calls · Property announcements · Tours and broker events

5

Digital Marketing

LinkedIn · Social media · Property content · Targeted digital campaigns where appropriate

6

Direct Prospecting

Identify businesses whose needs fit the property and introduce the opportunity directly.

List It. | Market It. | Prospect It. | Lease It.

Connecting Properties With the Right Opportunities.

Every property has a natural tenant profile. We define it early, then pursue those users directly: retailers, restaurant and hospitality operators, wellness concepts, professional and office users, and local and regional businesses preparing to expand or relocate.

SELECTED LEASING EXPERIENCE

Mariela

1 W WASHINGTON STREET, CHICAGO

RESTAURANT & HOSPITALITY LEASING
LANDLORD REPRESENTATION

ROAM represented ownership in the leasing of the former Atwood restaurant space to Mariela, a restaurant concept from the team behind Mirra.

The transaction received coverage in *Crain's Chicago Business* and other local publications.

INDUSTRY AFFILIATIONS

Professional memberships that support our restaurant, retail, and hospitality work.

MEMBER
Illinois Restaurant Association

MEMBER
Illinois Hotel & Lodging Association

MEMBER
ICSC

Hands-On From Day One.



ROAM remains directly involved at every stage, from initial positioning through lease execution.

- Property positioning
- Competitive analysis
- Marketing preparation
- Broker outreach
- Direct prospecting
- Inquiry response
- Prospect qualification
- Tour scheduling
- Property tours
- Follow-up
- LOI coordination
- Negotiation strategy
- Lease coordination with ownership and counsel
- Lease execution

The objective is not activity for activity's sake.
The objective is converting activity into qualified opportunities.

Clear Communication. Every Step of the Way.

ROAM provides ownership with clear, consistent leasing communication: what has been marketed, who has responded, what has been shown, and what happens next.

Market feedback matters. If prospects consistently respond to pricing, condition, layout, permitted uses, or deal structure, ownership should know.



Illustrative format only. Report contents are tailored to each property and do not represent actual leasing results.

We use leasing activity and market feedback to help ownership make informed decisions throughout the process.

ROAM COMMERCIAL

Your Property.
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 work across retail, restaurant, hospitality, office, mixed-use, and multifamily properties.

She built ROAM around relationship-driven representation: thoughtful property positioning, candid market advice, and personal accountability for every assignment.

On landlord assignments, Lia leads positioning, prospect strategy, tours, and negotiation herself. She remains personally involved throughout the leasing process, providing ownership with a consistent point of contact from initial strategy through lease execution.

Let's discuss your property, your leasing objectives, and a strategy tailored to your asset.

Let's ROAM.

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