

FULL COURSE CATALOG

CRE Leasing Mastery

The complete playbook for agents who want to specialize in commercial leasing — and investors who want to master retail, office, and industrial deals.
Because your property's value is only as strong as the lease behind it.

61 Lessons

7 Modules

5 Ways to Learn Each Lesson

Badges + Certificate

CREATED BY **JOSEPH JAMES, CCIM** | ROI-MUSE ACADEMY

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www.roi-muse.com/leasing-course



SCAN TO ENROLL

WHO THIS COURSE IS FOR

Built for Agents and Investors Who Are Serious About Commercial Leasing

CRE Leasing Mastery is designed for two kinds of people — and shows both why the lease is everything. Wherever you're starting from, this course meets you there.



Agents Going Commercial

Residential or general agents who want to specialize in commercial leasing and finally speak the language of landlords, tenants, and investors.



Investors Evaluating Deals

Retail, office, and industrial investors who need to read a lease like an underwriter — because the lease is what actually drives the property's value.



Active CRE Professionals

Agents and investors already working in commercial real estate who want a complete, structured system for landlord and tenant representation.

BONUS: WHY THE LEASE DRIVES THE VALUE

This course also shows investors exactly how lease term, tenant quality, and rent structure drive NOI and property value — so every acquisition decision is backed by real lease analysis, not just a rent roll.

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THE PROBLEM

Why Most Agents and Investors Never Master Commercial Leasing

Commercial leasing is where recurring income and real property value are decided. But almost no one ever learns it properly — not because they aren't capable, but because no one ever taught them how. Sound familiar?

FOR AGENTS

- ✗ You know commercial leasing pays more than residential — but you don't know where to start, so you stay stuck chasing small deals.
- ✗ You don't know your numbers — base rent, NNN, CAM, load factor, effective rent — well enough to sound credible to a landlord or tenant.
- ✗ You don't have a prospecting system for landlord listings or tenant reps, so your pipeline depends on luck instead of a method.
- ✗ You don't know how to write a strong LOI, negotiate lease terms, or run due diligence — so deals stall or fall apart before they close.

FOR INVESTORS

- ✗ You can run the numbers on a property, but you don't know how to evaluate whether the lease behind it is actually any good.
- ✗ You don't know how to read lease structures — NNN, gross, modified gross — and what they really mean for your return.
- ✗ You don't understand tenant quality, lease term, and renewal options — so you can't tell a stable asset from a ticking time bomb.
- ✗ You don't have a repeatable process for underwriting retail, office, or industrial deals before everyone else does.



THE COST OF WAITING

Here's What Staying Stuck Is Really Costing You

Every month you operate without a system is a month someone else is closing the deal, signing the lease, and building the wealth — permanently.

FOR AGENTS

- ▶ Every month without a system is another month of commissions going to brokers who actually understand commercial leasing.
- ▶ Landlords and tenants can tell in the first five minutes whether you know lease structures and building measurements — and they'll call someone who does.
- ▶ Without a prospecting system, "commercial leasing" stays a someday plan instead of a real line of business.
- ▶ The agents who master negotiation and due diligence now will be the ones landlords and tenants call first for the next decade.

FOR INVESTORS

- ▶ Every deal you pass on because you don't understand the lease is wealth someone else is building instead of you.
- ▶ Without understanding lease quality, one bad tenant or one weak lease term can wipe out years of expected returns.
- ▶ Without knowing how to evaluate a lease, you're stuck guessing at value instead of underwriting it with confidence.
- ▶ The market doesn't wait. Every quarter without a system is lost cash flow, lost equity, and lost positioning.

"The agents and investors who win the next decade in commercial real estate are the ones who understand that a property is only as valuable as the lease behind it — not the ones waiting for the 'right time.'"



THE SOLUTION

CRE Leasing Mastery: The Complete Playbook

CRE Leasing Mastery is the most comprehensive commercial leasing training program available for agents and investors. Across 61 lessons and 7 modules, you'll learn everything you need to build a high-performing commercial leasing business or portfolio — mindset, prospecting, tenant and landlord representation, lease analysis, negotiation, and due diligence.

61

LESSONS

7

MODULES

5

FORMATS / LESSON

1

CERTIFICATE

If you're an agent, you'll learn to prospect landlords and tenants, talk lease terms with the confidence of a seasoned commercial broker, and close deals on both sides of the table. If you're an investor, you'll learn to read a lease like an underwriter — analyzing tenant quality, term, and structure with the same rigor as institutional buyers — because your property's value is only as strong as the lease behind it.

WHY LEASE QUALITY DRIVES VALUE

This course also teaches investors exactly how lease term, tenant credit, rent escalations, and structure drive NOI and property valuation — so every acquisition decision is backed by a real understanding of the lease, not just the rent roll.

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HOW IT WORKS

Every Lesson, Taught Your Way

Everyone learns differently. That's why every single lesson in this course comes in five formats — so you learn the way that works best for you, and reinforce it before you move on.

**Full Lecture Chapter**

In-depth written chapter you can read, highlight, and reference anytime.

**Video Lesson**

Engaging video walkthrough of every concept, built from real slides and visuals.

**Audio Deep Dive**

Podcast-style discussion you can listen to in the car, between tours, or between showings.

**Shareable Infographic**

A clean visual summary of the lesson — post it on social media to build your brand.

**Interactive Quiz**

Reinforce what you learned and confirm you're ready to move to the next lesson.

**Real-World Frameworks**

Templates, scripts, checklists, and sample documents you can use immediately.

Finish a module and earn a **Module Completion Badge** — proudly post it on social media and let the world know what you do. Finish all 7 modules and earn your **Course Completion Certificate**.



MODULE 1 OF 7

The Foundation

CHAPTERS 01–10 • 10 LESSONS

Commercial leasing starts with understanding who you are as an agent and why you do what you do. This module covers the role of a leasing agent, landlord vs. tenant representation, and how to build a strong business foundation — mindset, niche, ideal client, and a complete business plan.

01

Understanding the Role of a Commercial Leasing Agent

Get a clear picture of what a commercial leasing agent actually does — and why the role pays more than residential.

02

Why Commercial Leasing is a Lucrative Business

Discover the income drivers — bigger checks, repeat clients, long-term relationships — behind one of real estate's most lucrative specialties.

03

Landlord Rep vs Tenant Rep

Learn the real differences between representing landlords and tenants, and which side fits your strengths.

04

Starting with Your Purpose

Find the purpose that keeps you motivated through slow markets and long deal cycles.

05

How To Develop a Strong Mindset

Build the resilience top producers rely on to handle rejection, slow deals, and lost listings.

06

How To Create Clarity in Your Business

Cut the noise and build a clear roadmap so every leasing decision gets easier.

07

How To Define Your Niche

Choose the property type and market focus — retail, office, or industrial — where you can win fastest.

08

How To Define Your Ideal Customer

Stop chasing the wrong tenants and landlords, and start attracting the ones who actually make you money.

09

How To Create Your Business Plan

Build a simple, focused plan you'll actually execute — not a 50-page document that sits in a drawer.

10

Sample Business Plan for a Medical Office Tenant Rep Broker

See a real, production-ready business plan for a tenant rep specialty you can copy and adapt today.

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MODULE 2 OF 7

The Business of Leasing

CHAPTERS 11–19 • 9 LESSONS

Before you can serve clients well, you need to master how commercial leasing actually works. This module covers how agents get paid, the major lease structures, and how buildings are measured — the building blocks every leasing agent must know cold.

11

How Leasing Agents Get Paid

Understand commission structures, who pays, and how splits work on both sides of a lease deal.

12

What is Commercial Leasing

Get the foundational definitions and concepts every serious leasing conversation depends on.

13

Basic Lease Structures

Learn the core lease structures — gross, modified gross, and NNN — that determine who pays what.

14

Explanation of Lease Structures

Go deeper into how each lease structure actually plays out in practice, deal by deal.

15

Why Do These Lease Structures Exist

Understand the reasoning behind each structure so you can explain it with confidence to any client.

16

Quiz: Lease Types

Lock in your understanding of lease structures before you move into building measurements.

17

Understanding Building Measurements

Learn how commercial space is actually measured — and why it matters to every rent calculation.

18

Load Factor & Efficiency Rate

Master the numbers that turn rentable square feet into the usable space your client actually gets.

19

Quiz: Building Measurements

Confirm you can measure and calculate space like a seasoned commercial agent.



MODULE 3 OF 7

Prospecting & Lead Generation

CHAPTERS 20–26 • 7 LESSONS

Your business is only as strong as your pipeline. This module covers the essential skills of a high-performing leasing agent and every major prospecting channel — tenant outreach, landlord listings, cold calling, direct mail, door knocking, and email.

20

Essential Skills to Master as a Leasing Agent

Identify the core skills every high-performing leasing agent relies on every single day.

21

Finding Tenant Rep Prospects

Build a system for finding tenants who are actively looking for space — before your competitors do.

22

Prospecting for Landlord Listings

Learn how to win landlord listings and build a pipeline of exclusive inventory.

23

Cold Calling

Get field-tested scripts and hooks that turn cold calls into real appointments.

24

Direct Mail

Build a mail campaign that generates landlord and tenant leads month after month.

25

Door Knocking

Add door knocking to your prospecting mix to reach owners and tenants other agents never approach.

26

Email Prospecting

Build email sequences that keep you top of mind with prospects between calls and mailers.

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MODULE 4 OF 7

Tenant Representation Process

CHAPTERS 27–37 • 11 LESSONS

This module walks you through the complete tenant rep process from first meeting to space selection — understanding the tenant's business, space and location requirements, demographics, traffic, property tours, and market research.

27

Tenant Representation Process

Get the complete, step-by-step tenant rep process from first meeting to signed lease.

28

Space Planning and Permitting

Understand how space planning and permitting affect your client's timeline and budget.

29

Understanding the Tenant's Business

Learn to ask the right questions so you understand your tenant's business as well as they do.

30

Space Requirements

Define the exact space requirements that narrow your search to the right properties fast.

31

Location Requirements

Translate your client's business needs into the location criteria that actually matter.

32

Demographics

Use demographic data to confirm a location can actually support your tenant's business.

33

Traffic Counts and Trade Area

Evaluate traffic counts and trade area to judge a site's true commercial potential.

34

Parking Requirements

Know the parking ratios and requirements that can make or break a retail or office deal.

35

Budget, Terms, and Key Considerations

Set a realistic budget and lease terms upfront so you don't waste time on the wrong spaces.

36

Finding Spaces and Doing Market Research

Build a market research process that surfaces every viable space, not just the obvious ones.

37

Conducting Property Tours

Run property tours that keep your client focused and moving toward a decision.

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MODULE 5 OF 7

Proposals, LOIs & Lease Analysis

CHAPTERS 38–46 • 9 LESSONS

Once you've found the right spaces, you need to make the deal happen. This module covers RFPs, LOIs, and qualitative and quantitative lease analysis — with real case studies for industrial and office deals.

38

Request for Proposals (RFPs)

Learn how to write and use RFPs to get landlords competing for your tenant.

39

RFP Template

Get a ready-to-use RFP template you can send on your very next deal.

40

Letters of Intent (LOIs)

Understand what belongs in an LOI and how it moves a deal toward lease.

41

Sample LOI

Get a sample LOI you can adapt for any tenant or landlord deal.

42

Qualitative Lease Analysis

Learn to evaluate a space beyond the numbers — location, condition, co-tenancy, and visibility.

43

Quantitative Lease Analysis

Run the numbers on a lease proposal like a true underwriter, not a guesser.

44

Quiz: Lease Analysis

Confirm you can analyze a lease proposal from every angle before you advise a client.

45

Industrial Lease Analysis Case Study

Apply your lease analysis skills to a real industrial deal from start to finish.

46

Office Lease Analysis Case Study

Apply your lease analysis skills to a real office deal from start to finish.

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MODULE 6 OF 7

Negotiation & Due Diligence

CHAPTERS 47–55 • 9 LESSONS

Getting to the finish line takes expertise in lease terms, negotiation, and due diligence. This module covers common clauses, addenda, important dates, shell conditions, zoning, and how to protect your client through closing.

47

Selecting Finalists

Narrow a list of proposals down to the finalists worth negotiating hard for.

48

Common Lease Terms

Know the lease terms and clauses that show up in almost every deal — and what they really mean.

49

Additional Forms, Addenda and Exhibits

Get familiar with the addenda and exhibits that turn a lease into a complete, enforceable agreement.

50

Important Dates in Lease Agreement

Track every critical date in a lease so nothing slips through the cracks after signing.

51

Lease Negotiations

Learn the negotiation strategies that get your client better terms without losing the deal.

52

Cold Dark Shell vs. Vanilla Shell vs. White Box

Know exactly what condition a space is delivered in — and what that means for buildout costs.

53

Lease Review and Final Negotiations

Run a final lease review process that catches problems before signature, not after.

54

Zoning and Permits

Understand zoning and permitting risk before your client commits to a space.

55

Due Diligence in Commercial Leasing

Build a due diligence checklist that protects your client from costly surprises.

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MODULE 7 OF 7

Advanced Topics & Reference

CHAPTERS 56–61 • 6 LESSONS

This final module covers advanced leasing scenarios and serves as your ongoing reference library — marketing listings, assignments and subleasing, lease buyouts, and the lease vs. own decision, plus a full glossary and abbreviations guide.

56

Marketing Your Lease Listings

Package and market your lease listings like a top brokerage team.

57

Lease Assignments and Subleasing

Understand how assignments and subleases work when a tenant's needs change mid-term.

58

Lease Buyout

Learn how lease buyouts are structured and when they make sense for landlord or tenant.

59

Lease vs. Own

Help clients decide whether leasing or owning is the smarter move for their business.

60

Glossary

Your quick-reference glossary for every commercial leasing term you'll ever need.

61

Common Abbreviations

Decode the abbreviations used in every lease, proposal, and lease analysis.



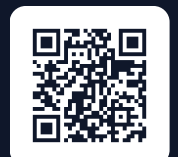
THE TRANSFORMATION

What Your Business Looks Like After This Course

This isn't about collecting information. It's about becoming the agent or investor who actually closes commercial leasing deals and builds real property value. Here's what changes:

- ✓ You can sit across from any landlord, tenant, or investor and speak fluently about lease structures, terms, and analysis — and they take you seriously.
- ✓ You run a real due diligence and lease review checklist on every deal, every time.
- ✓ You have a prospecting and deal-sourcing system running daily and weekly, instead of hoping the phone rings.
- ✓ You can evaluate any retail, office, or industrial lease and know exactly how it drives the property's value.
- ✓ Agents can represent landlords and tenants like a top-producing commercial broker; investors can underwrite like an institutional buyer.
- ✓ You hold a Course Completion Certificate and Module Badges that prove your expertise to every client and partner.

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COURSE CREATOR

Joseph James, CCIM



Joseph James, CCIM is a commercial real estate agent and investor with extensive experience across commercial leasing and multifamily properties. He created **CRE Leasing Mastery** to give agents and investors the exact systems, numbers, and frameworks he uses in his own deals.

Joseph is the founder of **ROI-Muse Academy**, which delivers courses, training, and coaching for commercial real estate agents and investors, and the founder and CEO of **ROI-Muse Solutions**, a software platform offering an AI-powered CRM, marketing, and automation tools that help CRE professionals generate leads and scale their business.

Through ROI-Muse Academy, Joseph has built the most complete commercial leasing training curriculum available — distilling years of real deals, real leases, and real mistakes into a step-by-step playbook any agent or investor can follow.

"I created this course because no one handed me a lease playbook when I started. I had to learn that a property is only worth what its lease says it's worth — deal by deal, mistake by mistake. This is the shortcut I wish I had."

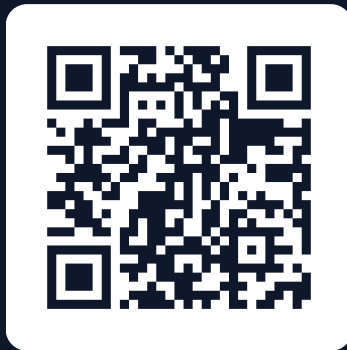
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61 lessons. 7 modules. Every framework, script, checklist, and lease analysis skill you need to build a high-performing commercial leasing business — starting today.



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