



Indermuehle & Co. Navigates Clients through Complex Global Real Estate Marketplace

By Fort Bend/Katy Business Journal

“Change in all things is sweet,” said Greek philosopher Aristotle. The wisdom of these words is a principle ingrained in the business philosophy of Indermuehle & Co, a commercial real estate company in Sugar Land, Texas. Larry Indermuehle, President of the firm states, “In a growing, increasingly complex global marketplace, change must occur in order to thrive and excel. When by our actions we decide to cease implementing change we choose not to move forward; we outdate ourselves and slide backwards.”

Grasping this truth, Indermuehle & Co. continues to provide high quality services and innovative opportunities for its clients with an aggressive, but purposeful attitude. International, national, regional, and local clients employ and rely on the firm’s unique platform of commercial real estate services to achieve success. Because Indermuehle & Co. embraces change, it can deliver services in an expedient, cutting-edge manner. Typically, they deliver faster service with more individual client attention than many larger national real estate service firms. Indermuehle & Co. consistently outperforms their competitors that are lost in levels of bureaucracy or restrained by older technologies.

Lang Motes, Senior Vice President for Brokerage Services, explains that there are eight major services offered by the firm. These services include:

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| 1. Asset Acquisition | 5. Project Leasing |
| 2. Asset Disposition | 6. Tenant Representation |
| 3. Asset Management | 7. Investment Sales |
| 4. Construction Consulting | 8 Consulting Services |

With regard to Tenant Representation, Indermuehle & Co. brokers use tools to help their clients examine all pertinent criteria, details and technical data as it pertains to their lease space. Who are my client’s customers? Is this the best location to manufacture, create, distribute, or sell my product or service? Who are other similar companies in the area? Motes comments that, “Technology is available to help us take leapfrog jumps into the future in terms of offering clients far better, more intelligent commercial real estate choices than ever before. Over the past ten years we have moved farther and faster than in the past. Understanding the highly analytical and competitive environment we operate in today means we will continue to use the most advanced technologies and tools to provide our clients with top notch services and advice.”



Motes comments how change has drastically affected these different services, and how Indermuehle & Co. has been able to provide new and unique solutions to stay in sync with the ever changing commercial real estate culture. “With regard to Asset Acquisition and Disposition”, Motes explains that – “the universe of buying and selling is different now. Our clients buy and sell properties all over the world. Our global marketing services combined with relationships and proprietary software enables us to strategically target our client’s goals and objectives with greater success. Quite simply, the audience for buying and selling assets has changed, and the marketing necessary to effectively communicate with that audience has ramped up dramatically.”

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Considering Asset Acquisition, Indermuehle & Co. helps clients decide if it would be better to buy, lease, or lease/purchase a property. They can perform an analysis of the economic factors such as: the cost of purchasing a larger or smaller tract of land, subdividing a property, room for future expansion, and the time value of money. Making the most of available technologies, Indermuehle & Co. has the analytical tools necessary to delve deeper and provide the client with the proper analysis necessary to helping the client navigate down the path to making the wisest decision.

Likewise with Asset Disposition, staying abreast of technological changes includes using top commercial websites that can be accessed locally, nationally, and internationally, to market buildings or projects. Individual property websites are created for certain projects with a specific site URL address to showcase the advantages of an asset and give the property a distinct competitive edge. Indermuehle & Co. will work with clients to achieve a budget that includes print advertising, as well as website marketing, to allow for optimum exposure and a maximum price for the asset. A client who may be building a project in Sugar Land could end up selling it for the best price to a buyer overseas. Likewise, a Houston buyer may find an asset at a good price in the local market area or might decide to invest in a project in another country.



Just as technology allows for detailed analysis in other areas of commercial real estate, it is also essential in Construction Consulting. How does one site compare with another? What will it cost to set-up the appropriate infrastructure for a building, and for expansion? Does it have adequate ingress, egress, utilities, etc.? What about height requirements or restrictions, and government regulations? Are tax abatements, rebates or other incentives available to help offset the cost of construction? How far is the port, rail, or other shipping facilities from the building or from a distribution center? Indermuehle states that, "In locating a site for an office building or retail project, there are unique requirements or considerations that we walk through with the client to help make the best decisions in each case. We have many tools in terms of demographics, traffic, planned new projects, new or realigned roads, etc. to help the future success of each project. It is our goal to help the client with their stated requirements, as well as the long term viability of their decision." Indermuehle & Co. can make certain these and other questions are addressed and answered so that their clients know what to expect before, during, and after construction.

In regard to Investment Sales, Indermuehle notes, "The bar has moved tremendously just over the last year. We are in an election year now, the economy is in flux, and financing has tightened in many regards. Although interest rates are dropping, getting a particular transaction financed is becoming more difficult in terms of loan costs and underwriting criteria. Lenders historically require 20% cash equity, and

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that requirement is moving up to 30% down in some cases. There is also more money to be invested in



real estate, since everyone is looking for a higher return on their investment than currently available in the stock market.” Motes also comments that “Thirty years ago commercial investments used to be limited to a small group of well known developers like Trammel Crow and Gerald Hines. That is no longer the case with numerous developers and investors everywhere. Because of Indermuehle & Co.’s expertise in this area and their knowledge of the changing real estate arena, Indermuehle & Co. can help investors and developers analyze the upside and downside to these investments.”

“Project Leasing services usually involve third parties,” says Indermuehle, “namely, Landlords of office, retail, or industrial properties. We can help an owner/property manager find tenants so that a project is fully occupied.” Whether it is under construction or an existing property, Indermuehle & Co. works with all their owners to insure the best possible financial scenario that the market will bear. Indermuehle & Co. aggressively markets the projects they are assigned to lease, but they also help their clients understand the need for flexibility and openness so that both landlord and tenant can achieve their goals. They understand that tenants want to be treated fairly and want to know that the owners of the property genuinely care about the well-being of their tenant’s business. Indermuehle & Co. is constantly thinking of new ways to market their properties and to be more efficient at attracting new tenants in order to make deals happen. “The clarity of financial analysis has greatly changed because of the speed, accuracy, and timeliness of information. In order to help your client, you need to be aware of the changes and adapt to them so that you may be able to effectively help your clients,” Indermuehle states.



Finally, concerning Asset Management, technology also plays an important role. According to Motes,



“Text messaging with handheld devices allows real time delivery of any management issues and possible solutions. If someone reports a problem to a building manager, the manager can text message the engineer or other appropriate personnel to resolve the matter.” He also states that “In regard to this technology, there is a shift in human expectations. People expect to have problems handled in a more efficient, and expedient manner. Both the problem and its solution need to be managed in real time with a communication flow through to the client. Indermuehle & Co. consults with its clients to



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create processes that allow for the management of commercial properties in a cost-effective, time-efficient manner for the owner, manager and tenants.”

Indermuehle & Co. has over 180 years of combined industrial, office, retail, and land brokerage experience with ten commercial brokers. Indermuehle & Co. is located at 2333 Town Center Drive, Suite 300, in Sugar Land. These brokers are ready to assist clients with any and all of their commercial real estate needs. For more information on the company please visit their website at www.icotexas.com.