

Azor Advisory Services, Inc.

**2018**  
**Leasing Agent**  
**Survey Results**

# 2018 Leasing Agent Survey Results

**18.5**

Average number of new deals per agent

**4**

Average number of leasing agents on team

**9.7**

Average number of centers each agent leases

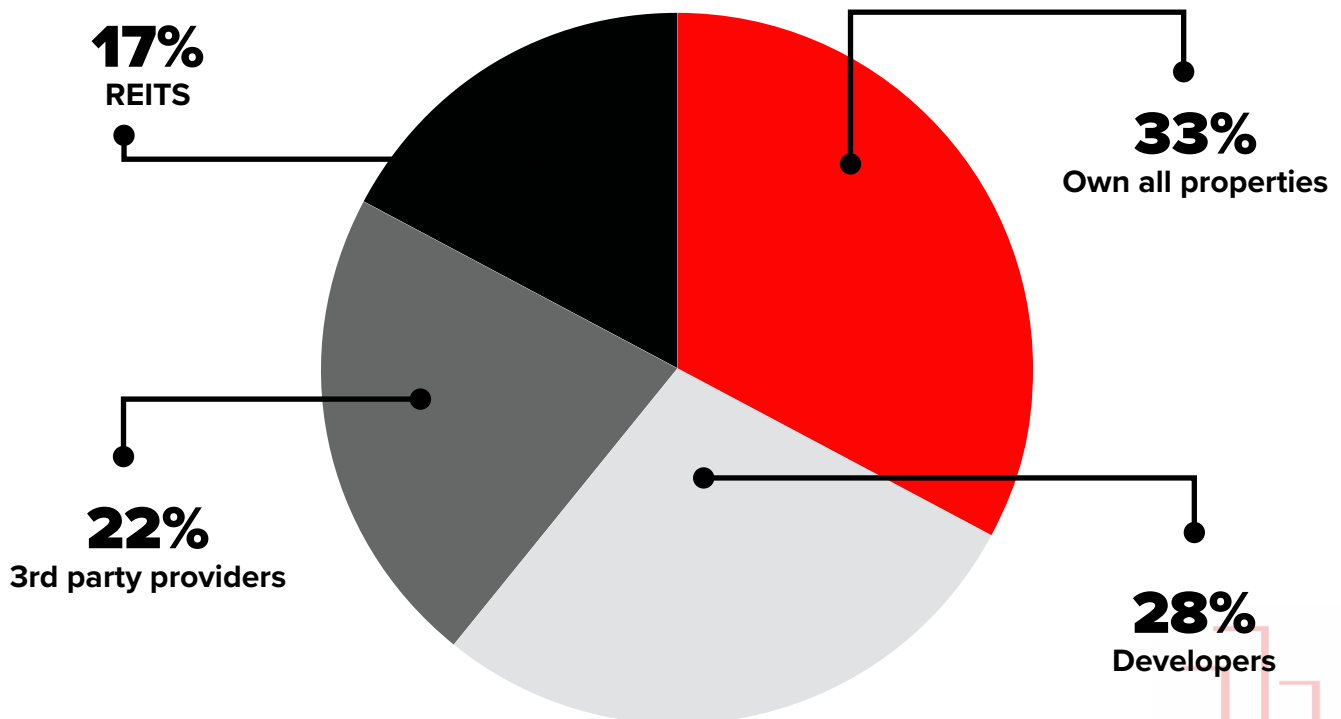
**93K**

Average number of vacant square footage each agent is responsible for

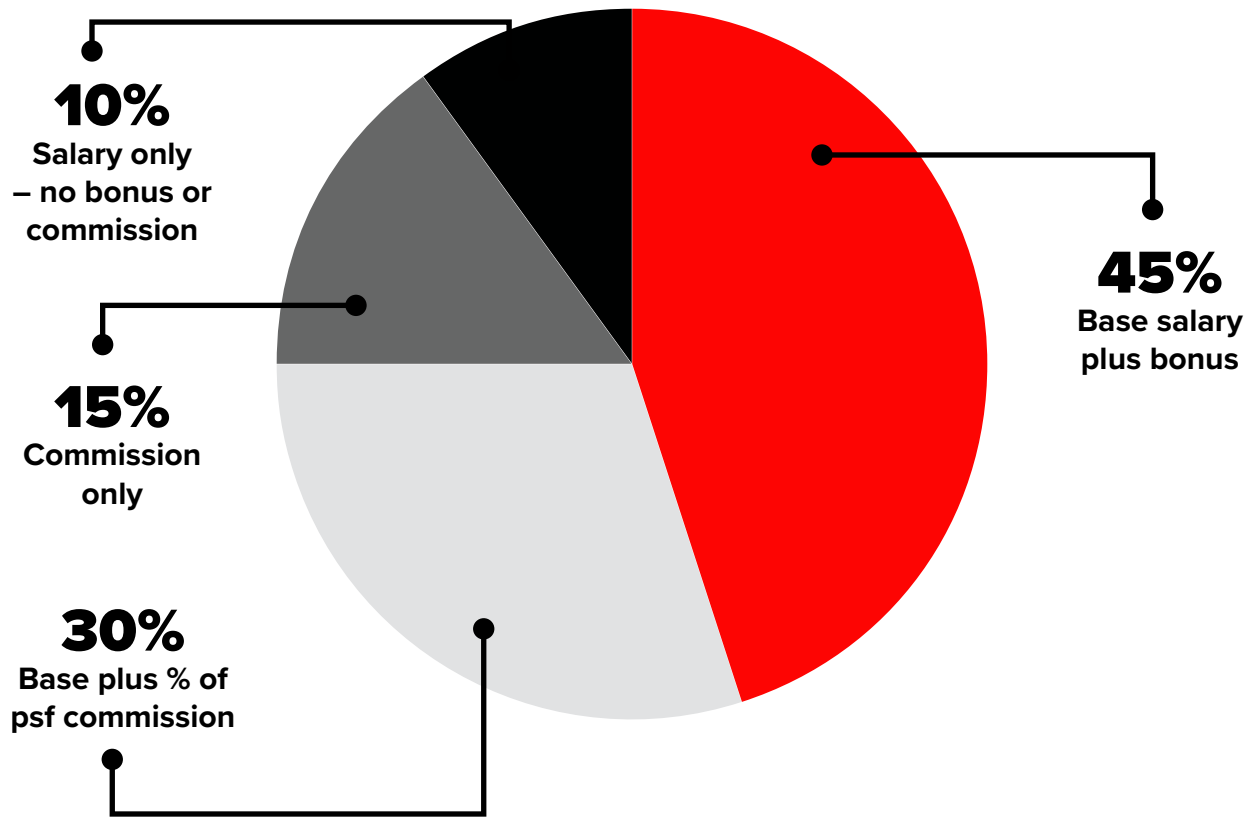
**42.5**

Average age of agent

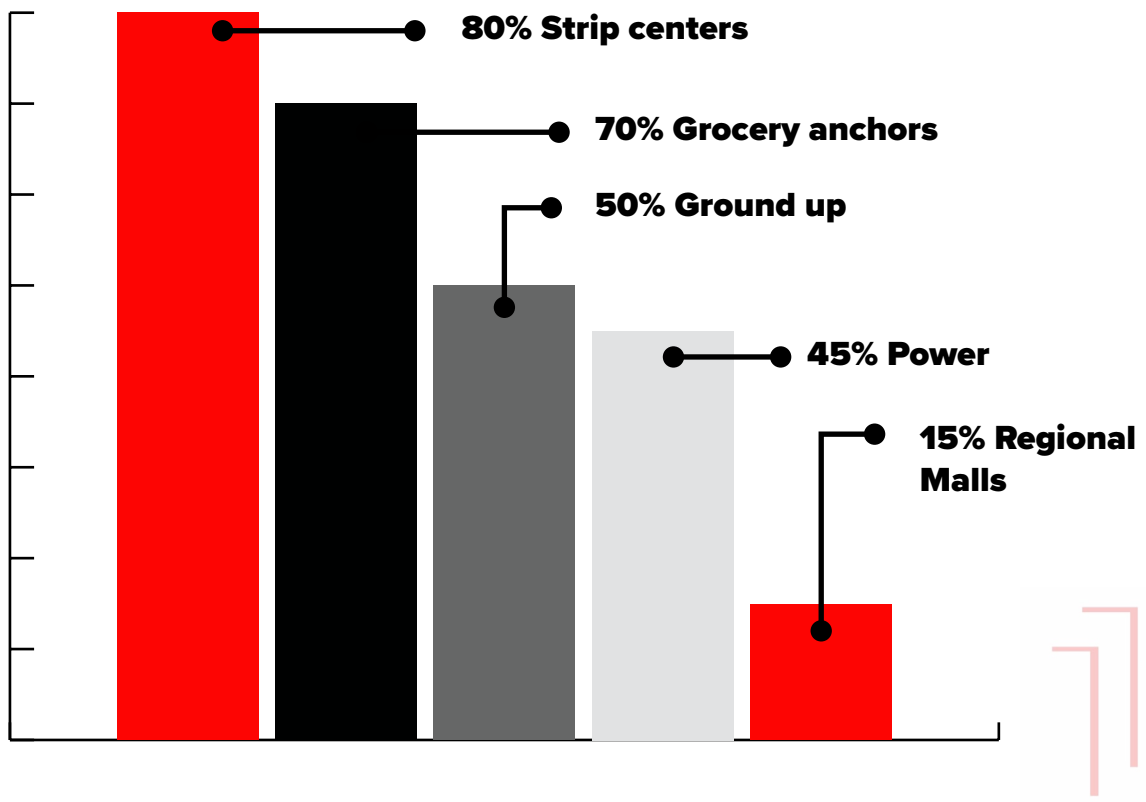
## Respondents are made up of:



**Agents are compensated by:**



**Types of properties the agents lease:**



# 80%

of the companies do not have national tenant advisors (agents who handle specific retailers)

## Leasing agents handle:

For the responders who handle 3<sup>rd</sup> party leasing accounts,

# 67%

obtain less than 5 new listings annually.

# 71%

of all leasing agents handle the renewals

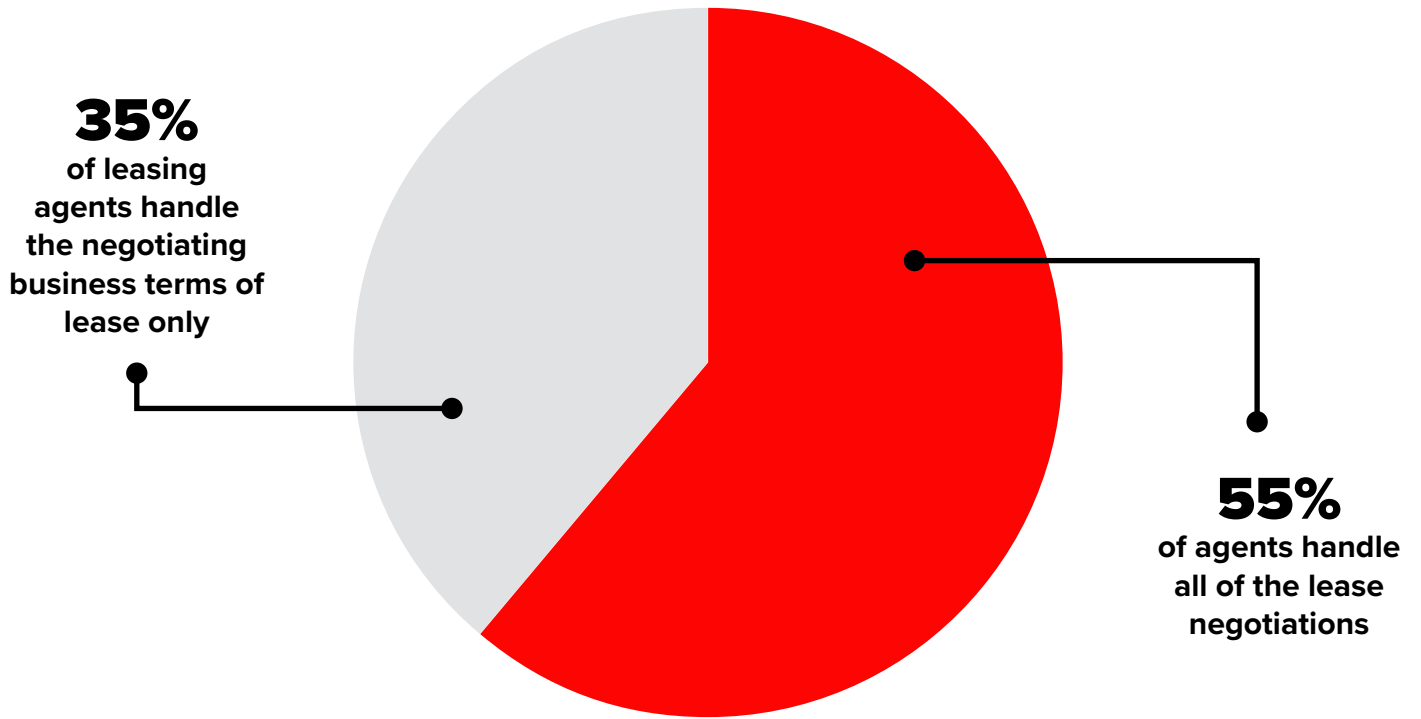
## Time to get mom/pop lease signed:



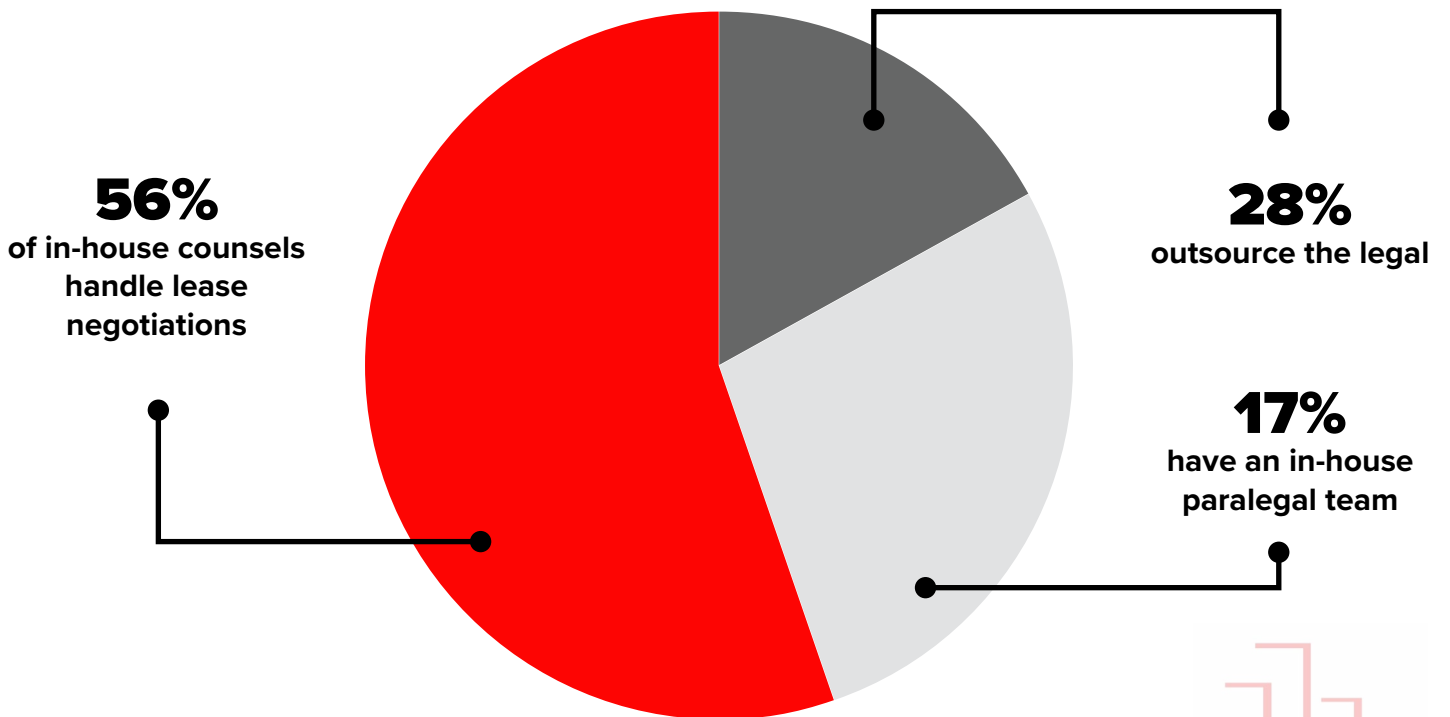
## Time to get national lease signed:



**Leasing agents involvement in negotiations:**

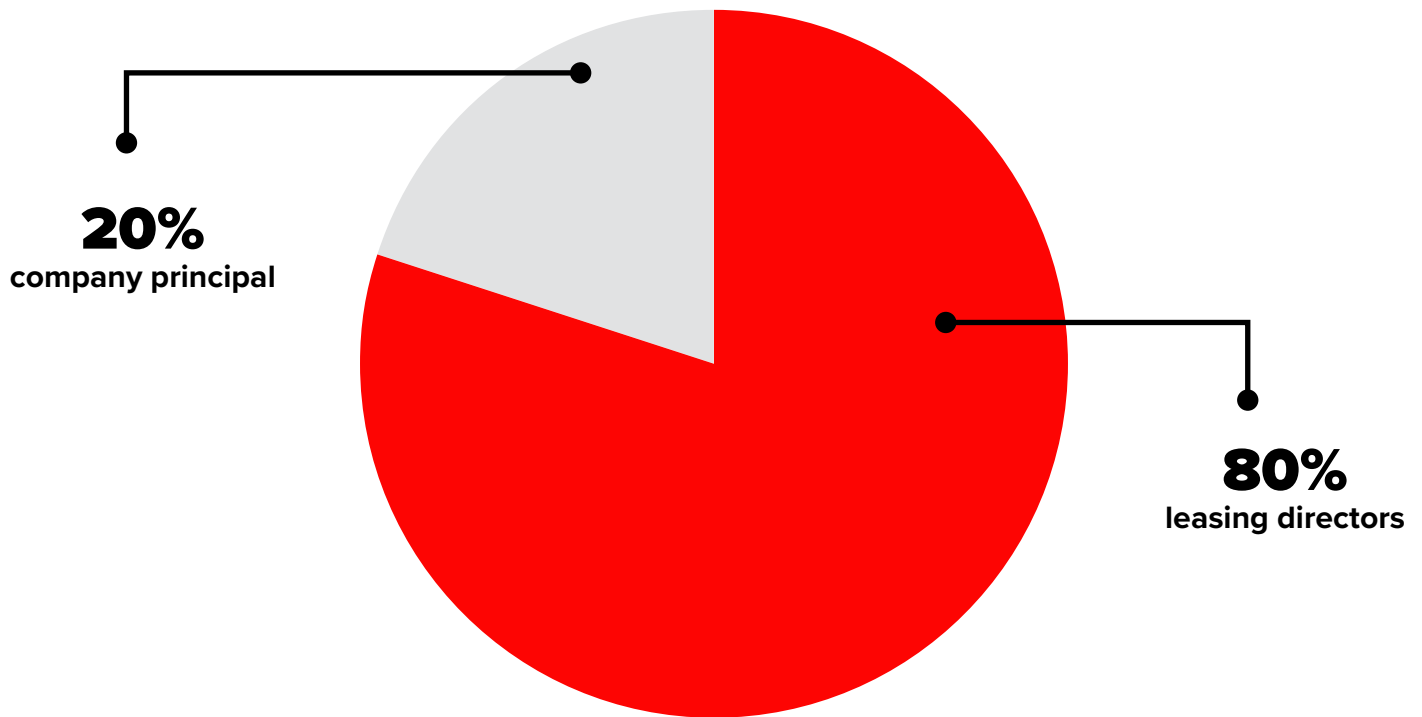


**Handling of legal negotiations:**

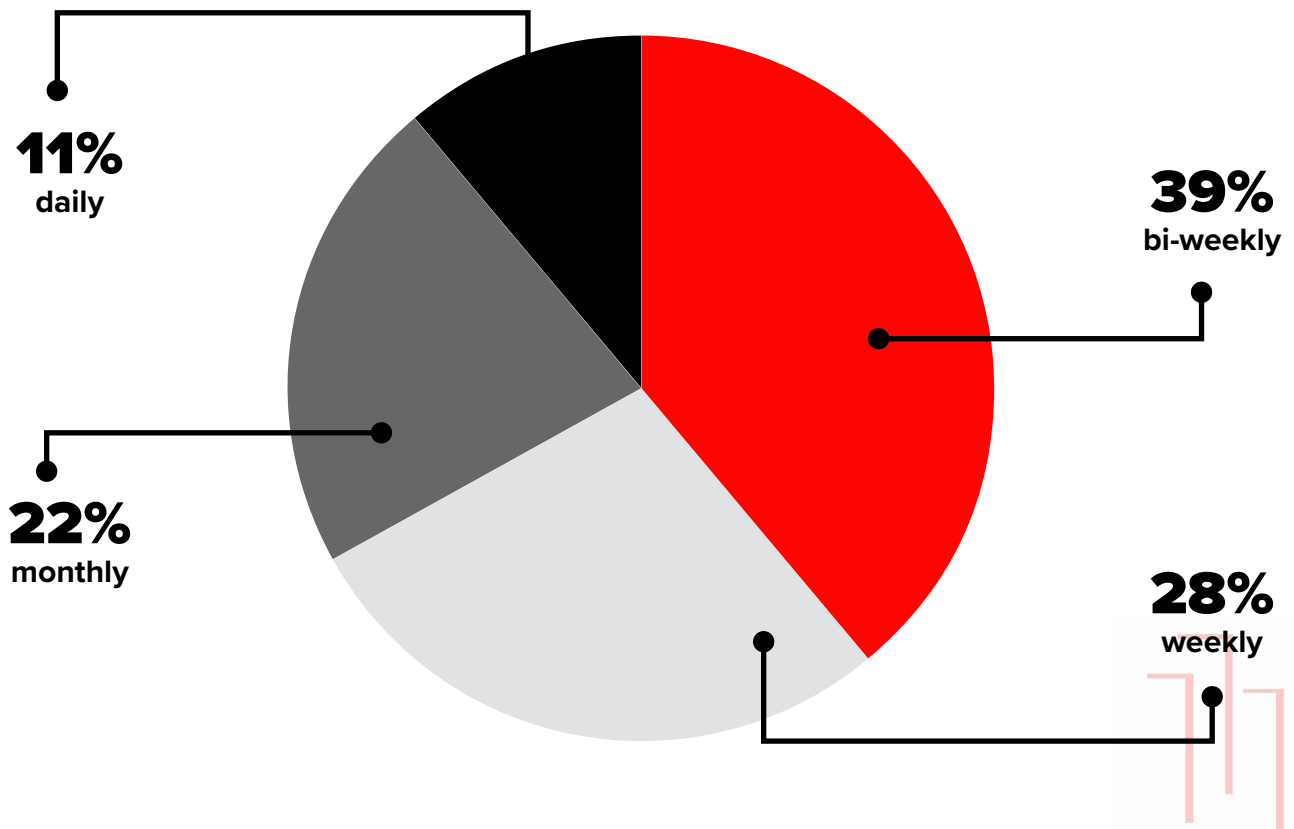


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**Leasing team leaders:**



**Frequency of leasing agents visiting their properties:**



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**Companies & leasing agents:**

**53%**

**of leasing agents have partner  
leasing teams on listings**

**60%**

**of the companies hold weekly  
leasing meetings**

**35%**

**only 35% of leasing agents use  
CRM**

**60%**

**of companies have market  
research help agents with flyers,  
social media, etc.**

**45%**

**of agents have assistants to  
help with paperwork, prospect  
information, etc.**

**79%**

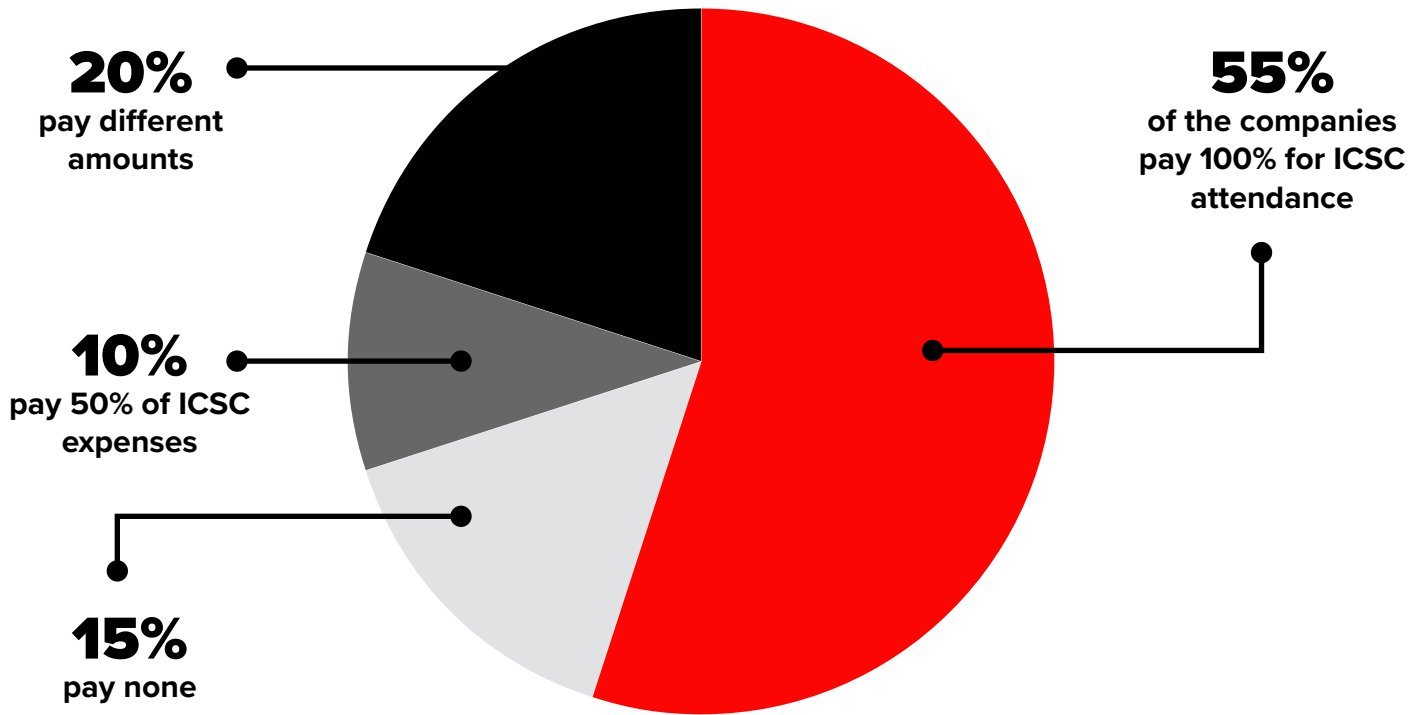
**of the companies surveyed are  
NOT hiring additional leasing  
agents this year**

**74%**

**of companies hire and train  
rookies**



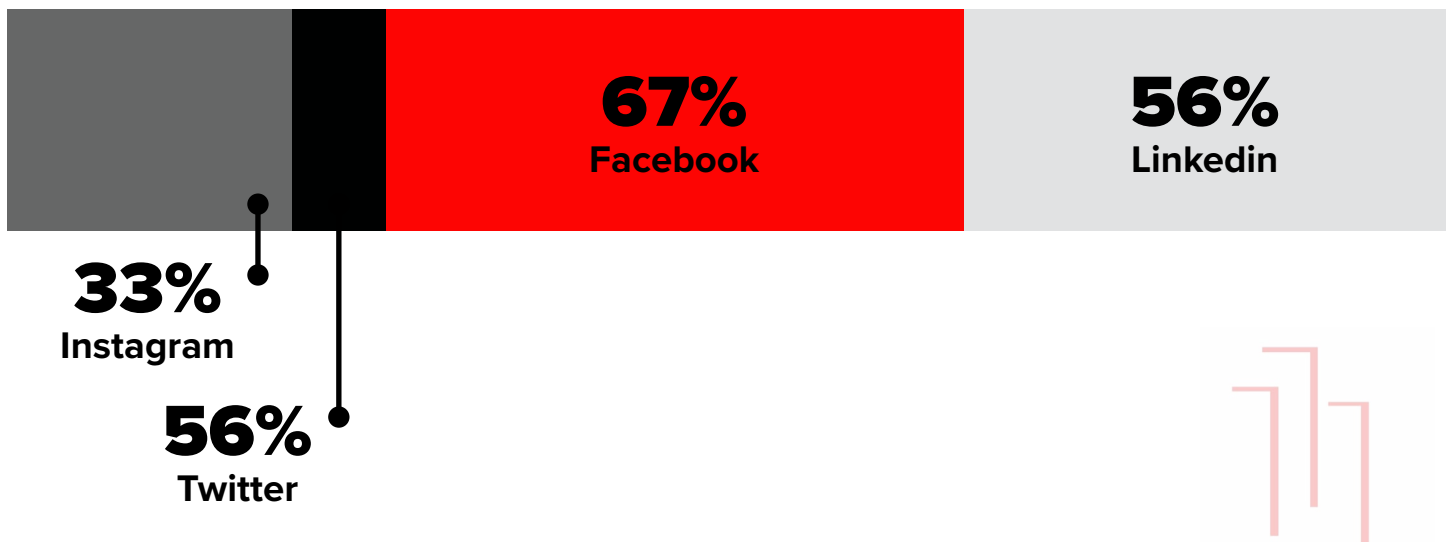
**ICSC attendance:**



Amounts that companies are paying for ICSC and other conference attendance varied greatly from as little as \$2,000 to \$250,000 annually. This includes booking, transportation, registration, food/beverages, hotel, etc.

**Social media usage:**

**45%** of the agents are using social media to lease space. The platforms those folks are using are as follows:





**New leases are procured by:**

