

VR

TOUR THE FUTURE.



USING VIRTUAL REALITY TO CHANGE COMMERCIAL LEASING

AFFILIATED BUSINESS DISCLOSURE AND CONFIDENTIALITY AGREEMENT

This is a confidential memorandum intended solely for your limited use and benefit in determining whether you desire to express further interest in the use of VR Leasing services. This memorandum contains selected information pertaining to our services and does not purport to be all-inclusive or to contain all or part of the information which prospective clients may require to evaluate the product. All financial projections and information are provided for general reference purposes only and are based on assumptions relating to the current building industry, general economy and other factors beyond the control of VR Leasing, Inc. Therefore, all projections, assumptions and other information and made herein are subject to material variation. All references to building costs are approximations. Additional information and an opportunity to view a presentation of our services will be made available to interested parties. In this memorandum, certain documents are described in summary form. These summaries do not purport to be complete nor necessarily accurate descriptions of the full agreements referenced. Interested parties are expected to review all such summaries and other documents of whatever nature independently and not rely on the contents of this memorandum in any manner.

VR Leasing, nor any of their respective directors, officers, affiliates or representatives make any representation or warranty, expressed or implied, as to the accuracy or completeness of this memorandum or any of its contents, and no legal commitment or obligation shall arise by reason of your receipt of this memorandum or use of its contents.

By receipt of this memorandum, you agree that this memorandum and its contents are of a confidential nature, that you will hold and treat it in the strictest confidence and that you will not disclose this memorandum or any of its contents to any other entity with the prior written authorization of VR Leasing.

CONTACT

161 Fort Evans Road NE - Suite 305
Leesburg Va, 20176

703.477.4061

sales@virtualrealityleasing.com

VR LEASING

TABLE OF CONTENTS

- OVERVIEW
- ADVANTAGES OF VR
- VALUE OF VR
- IMPLEMENTATION
- SAMPLES



A dark, abstract background featuring a complex network of glowing blue and white lines and dots, resembling a molecular or neural network structure.

VR

OVERVIEW

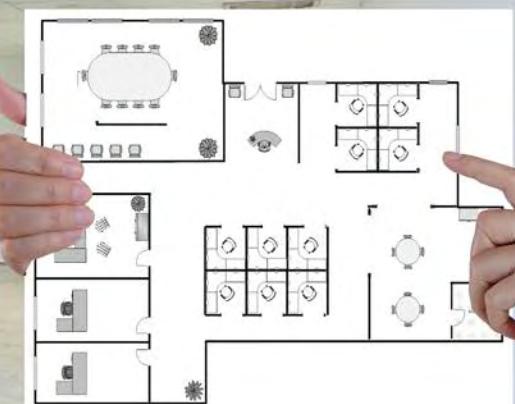
OVERVIEW

VR Leasing uses the latest virtual reality technology to provide commercial real estate companies the ability to give their perspective tenants an experience that they will remember for years to come. When future tenants come to tour the building and their potential tenant space, a VR Leasing representative will be there to immerse the tenant in a fully interactive 3D environment. This lets them visualize their future space, just as if the lease had been signed and construction had been completed. The image below is a direct screenshot of a sample virtual reality space that we can efficiently build in 1 - 2 weeks.



OVERVIEW

Traditional methods, such as "white-boxing" (demolishing a floor, adding a 2x2 ceiling and light fixtures), are used to help a potential tenant visualize themselves in a space and hopefully sign a lease. These methods haven't changed in decades and costs landlords 12 - 16 precious weeks of rent loss and \$16 - \$18 per square foot in design and construction costs. Let's be honest, those prospective tenants toured that same whitebox in another building before lunch - all landlords use this traditional method. Therefore, to truly set your building apart from the competition, landlords need to differentiate themselves during the tour. Shown below is the traditional leasing tour a potential tenant is greeted with (white box space with 2D floor plan of their future layout).



OVERVIEW

VR Leasing allows commercial real estate companies to use the power of virtual reality to better their overall return on investment. This is simply due to the fact that we can get tenants touring spaces for lease within 2 weeks of kickoff and for 70% less cost than a white-box. With the market as competitive as it is, give your tenants an experience that will set your space apart from any other. Don't let your future tenants tour the same dusty white-box, let them tour their future.



A dark green background featuring a complex network of glowing cyan and white lines forming triangles and dots, resembling a molecular or digital grid.

VR

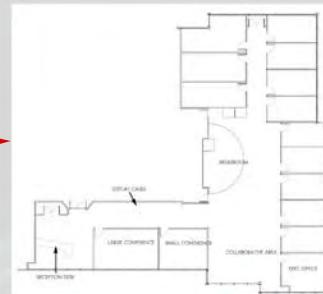
ADVANTAGES OF VR

VR ADVANTAGES

Speed

Using virtual reality instead of the traditional method of white-boxing allows landlords to get tenants touring spaces open for lease in one-fifth of the time. White-boxing conservatively takes 12 - 16 weeks to design, permit and ultimately construct a full floor white-box. During these 12 - 16 weeks, the landlord is incurring revenue loss from lack of rent while also spending money out of pocket for overhead construction and design costs. From the day VR Leasing is contracted, we can turnaround a fully interactive VR tour for your tenants in just 1 - 2 weeks, saving landlords 11 - 14 weeks of rent loss on average.

← KICKOFF TO DELIVERY = **1 - 2 WEEKS** FOR CLIENTS WITH TIGHT SCHEDULES →



VR ADVANTAGES

Cost Effective

Any money spent on a tenant space prior to having a lease signed is considered overhead cost, which comes directly out of the landlord's pocket. Traditional white-boxing costs an owner \$16 - \$18 a square foot and does not guarantee a tenant will be signing a lease any time soon. Using virtual reality to tour your tenants through their future space only costs \$5 a square foot. Furthermore, only 50% of the VR cost is due upfront and the remaining 50% is paid only once a tenant has signed a lease, thus tying our success to the success of the landlord. Also, the remaining 50% can be amortized over the life of the tenant lease, causing only \$2.50 a square foot to be paid out without a lease in place, versus \$16 - \$18 a square foot with the traditional methods.

COST COMPARISON (PER SQ FT)

	VIRTUAL REALITY	WHITE - BOX
UPFRONT COST:	\$2.5	\$16.0 - \$18.0
TOTAL COST:	\$5.0	\$16.0 - \$18.0

VIRTUAL REALITY
SAVINGS
\$11.0 - \$13.0

VR ADVANTAGES

Game Changing

With the commercial leasing market as competitive as it is, landlords go to great lengths to set their buildings apart from the competition. From upgrading building lobbies, adding amenities such as fitness centers and doing full elevator modernizations, large amounts of money is spent simply to give every building the edge it needs to drive in the maximum revenue possible. However, after touring a class A trophy lobby, potential tenants are then escorted through a dusty white-boxed space to see the floor in which they will one day hopefully lease.

Imagine yourself as a potential tenant: you have viewed three buildings that day, each with a beautiful lobby and class A status, however two of the buildings toured you through a white-box and handed you a paper floor plan in hopes to get you excited about leasing there. Finally, at the third building, you are brought to see your space for lease, however instead of a paper floor plan you are handed a pair of VR goggles. Then, physically walk around your future space, seeing your logo on the wall, walking up to your reception desk and touring your future office like it had already been built and the lease had already been signed.

At the end of the day, ***which building are you going to remember?***

TOUR THE FUTURE



A dark blue background featuring a complex network of glowing blue lines and dots, resembling a molecular or digital grid.

VR

VALUE OF VR

VALUE OF VR

Using past metrics and known industry costs, we can calculate the savings that a landlord would experience on a typical full floor tenant turnover, utilizing virtual reality rather than the traditional method of white-boxing.

Assumptions:

Typical Full Floor Tenant Size: 20,000 SQ FT

Typical Rent Per SQ FT Per Year: \$42

From these assumptions, we can calculate the table on the next page representing the turnover of a typical floor for lease:

Rent Loss = 14 week delay for Traditional and 2 week delay for Virtual Reality

Direct Cost = \$17 per sq ft for Traditional and \$5 per sq ft for Virtual Reality

Total Cost Incurred by Owner = Rent Loss + Direct Cost

Total Savings due to VR Solution = Total Traditional Cost - Virtual Reality Cost

VALUE OF VR

Value of VR Table

	RENT LOSS	DIRECT COSTS	TOTAL COST INCURRED BY OWNER
Traditional Cost	\$226,154	\$340,000	\$566,154
Virtual Reality Cost	\$32,308	\$100,000	\$132,308
Virtual Reality Savings			\$433,846

From the above table, on a typical 20,000 square foot tenant turnover, a landlord can see an overall savings of \$433,846 in rent loss and direct costs which equates to ***roughly \$21 per square foot in realized savings.***

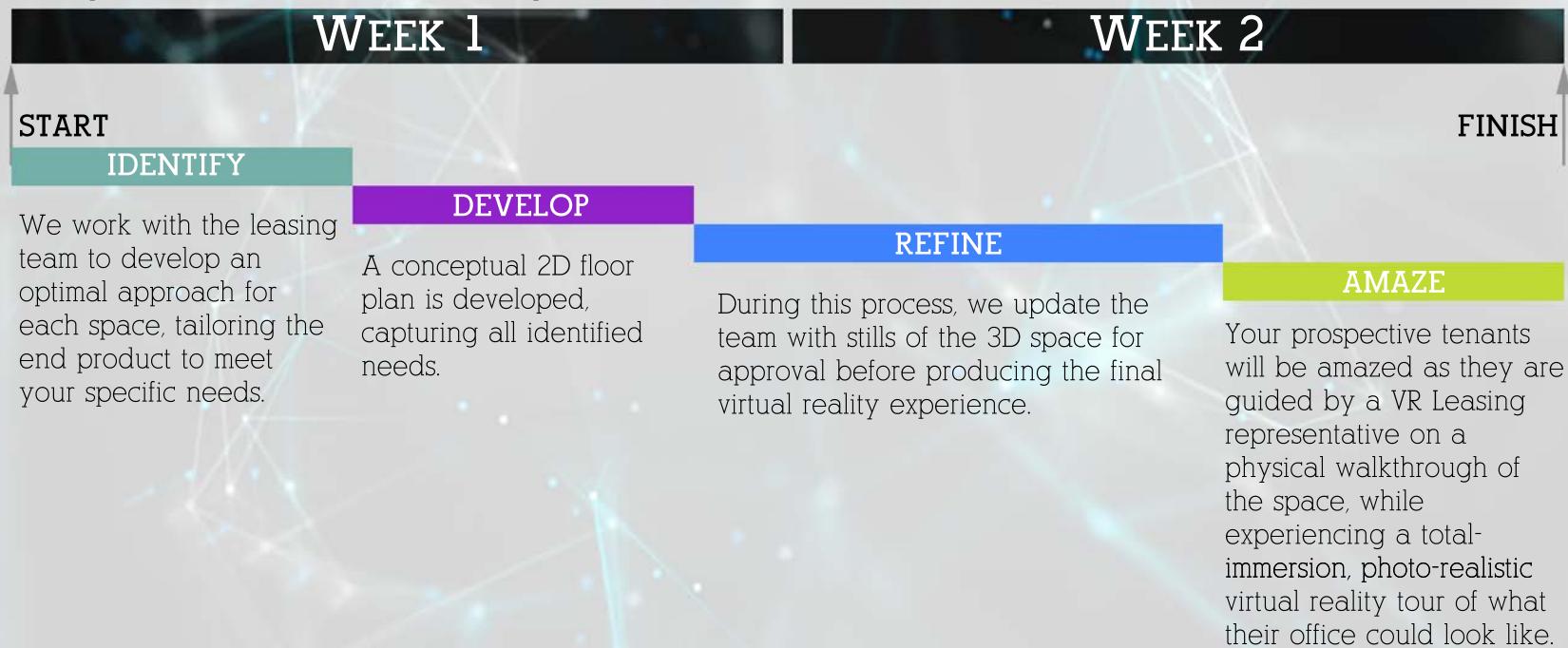
A dark red background featuring a complex network of glowing blue and white lines and dots, resembling a molecular or neural network.

VR

IMPLEMENTATION

IMPLEMENTATION

VR Leasing focuses on making the entire process as streamlined as possible to effectively shorten the time between tenant leases. We work along with leasing during the full process so that the end product is exactly the experience needed to attract future tenants. Below is the four step process that VR Leasing uses to deliver the full VR experience within just a two week period:



IMPLEMENTATION

To bring the VR experience to your potential tenants, please reach out to sales@virtualrealityleasing.com to schedule an onsite demonstration or plan your first kickoff meeting with our team.

The remaining pages of this brochure will show screenshots of our sample virtual reality space. These screenshots depict the level of quality and resolution of what your tenants will be able to view during their very own tour. These screenshots were taken of the fully walkable, interactive 10,000 sq ft demonstration space. The realism of the space is so dramatic that your tenants will swear they already signed the lease months ago and are finally moving in!

DON'T TOUR THE SAME
OLD DUSTY WHITEBOX,
TOUR THE FUTURE.

SAMPLES



SAMPLES



SAMPLES



SAMPLES



SAMPLES



SAMPLES





VR
LEASING

DON'T TOUR THE SAME
OLD DUSTY WHITEBOX,
TOUR THE FUTURE.