

A red, stylized, handwritten-style logo consisting of the letters 'G', 'S', and 'P' in a cursive, rounded font. The logo is positioned in the upper right quadrant of the page, overlapping a background of a light gray dot grid.

GSP

TALKING TO YOUR LANDLORD ABOUT COVID-19 IMPACTS ON YOUR BUSINESS

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— THE GRAFFITO TEAM

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— WHAT IS YOUR PLAN?

- **Make sure you have a clear, direct message + story to share with your landlord**
 - Closing your doors and laying-off staff?
 - Staying open for limited hours/take-out service with government mandated hours and customer quotas?
 - Other plan?
- **Keep In Mind:**
 - Most small businesses are non “essential” and will close or limit service dramatically, so being able to convey the hardship (story) and having a tentative plan will be helpful.

— WHAT TYPE OF LANDLORD DO YOU HAVE?

- **The type of landlord you have will make a difference in how you approach the conversation with them and what they may be able to do for you.**
 - Institutional: Corporate landlord that owns a large portfolio of “mixed-use” properties
 - Independent, real estate investment group: Owns a handful of properties around town
 - Independent, small mom and pop: Maybe owns 1-2 properties
 - Other
- **Keep In Mind:**
 - If the Landlord relies heavily on the retail rental income, this discussion may be different from an institutional landlord.

— WHAT ARE YOU ASKING OF YOUR LANDLORD?

- What is your immediate ask of your Landlord?
- The situation is changing quickly and thinking through the initial “ask” is critical
- Landlords may struggle to make long-term commitments
- Landlords may want some knowledge of what other landlords are doing
- This is emotional on many levels for small business, but conveying strength/resilience and desire to open when this is over is really important
- **Keep In Mind:**
 - **Asking for more than is reasonable at this moment may** hurt the discussion. Landlords and tenants should commit to staying in touch to evaluate and the situation and its economic impact as events develop