

CASE STUDY



Challenge

Identify cost savings scenario by identifying a more efficient floor plan to accommodate all employees in a singular space while allowing for company growth



Action

Provided financial comparison analysis of multiple buildings

Identify short list of alternatives that included, cost-effective building

Landlord who had the wherewithal to provide significant tenant improvements

Provided for flexible long-term lease



Result

Negotiated a below market net effective rent including in excess of \$1,000,000 in TI

Created a competitive lease environment

by having multiple buildings vie for their tenancy

Received above market concessions including parking and free rent

Identified additional parking directly adjacent to their building to provide for their large parking requirement



19,500 SF
NEW LEASE

I've worked with Mike for over 15 years through 3 lease negotiations. He spent over a year combing the market for the right fit for my expanding business for each new space. In each instance he understood our needs and ensured that we received the best value for our money while also ensuring favorable terms in our agreements. He was always present and was better informed than his counterparts. His relationships, developed over an entire career in LA, yielded insights and better terms than we could've hoped for. He's well respected throughout the market and is worthy of sincere friendship. I look forward to another 15 years of his support, advice and expert guidance.

- John Rosenberg,
Present and Owner, gnet agency