

CASE STUDY



Challenge

Orci was looking for ways to enhance their brand and image. Their building had recently sold, and the new landlord was also raising rents. Orci wanted to identify an opportunity that could accommodate growth, improve their image and brand, and reduce or maintain their expenses.



Action

NAI met with the “C” Suite and determined a course of action to align Orci’s goals with the current state of the market. NAI put a comprehensive team in place to evaluate workplace strategies that incorporated everything from How, Where, What, When, and Why the agency worked the way it does. Once we were able to ascertain these answers our team, which included Project Management, Architectural, and Legal representation, were able to implement a plan that had to be put into action in only 7 months.



Result

- ✓ We were able to lease an entire floor of 15,035 SF
- ✓ We were able to secure a 20% discount of the space we leased in the first year
- ✓ Received approximately \$250,000 in rental abatement with the right to appropriate a portion of the abatement to additional TI if necessary
- ✓ Received approximately \$1M in TI with the ability to convert a portion to “soft costs”
- ✓ Leased approximately 40% more space for the same price they were paying previously
- ✓ Orci was able to relocate with zero out-of-pocket expenses.
- ✓ Negotiated the right to receive an additional \$150,000 in TI above the provided allowance



ORCI

15,035 SF

Expansion/Relocation

Testimonial

“I have worked with Michael on my last 3 leases. On this latest one, as always, he understood our needs and strategically guided us throughout the entire process. Michael provided us with a complete team of professionals including, architects, project managers and contractors to make sure we understood all of our costs prior to making our real estate decision and thus helped to save us hundreds of thousands of dollars. We are very excited about the next chapter in Orci’s future and are very much looking forward to our new corporate headquarters that would will allow us to continue to grow!”

- Andrew Orci
Orci President