

Success Story



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
- ✓ Identify short list of alternatives that included, a cost-effective building,
- ✓ Landlord who had the wherewithal to provide a significant tenant improvement
- ✓ Provided for flexible long-term lease



Result

- ✓ Negotiated a below market net effective rent including more than \$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

Testimonial

"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
President and Owner, g-net agency