

Case Study – Broward County

Index Computer Re-marketing Inc.
Fort Lauderdale, FL



Services

- Strategic Renewal/Relocation Planning (SRRP) is a system designed by The Conte Team. This system was used for Index Computer Re-marketing, Inc. to provide lease and purchase alternatives with an initial goal to reduce overall occupancy costs.

Situation

- Index Computer Re-marketing has been a long time tenant of the worlds largest industrial landlord. The primary goal was to deliver a market deal terms just as if Index Computer Re-marketing, Inc. was a new tenant to the market. In order to achieve this goal, The Conte Team needed time to formally engage competing landlords.

Process

- For the third consecutive time, a formal engagement of The Conte Team occurred approximately eighteen months prior to lease expiration. Following the engagement, a formal proposal for early renewal was requested from the incumbent landlord. Then a Strategic Relocation Time Line was created and approved by Index Ownership. A county wide property search was conducted and subsequent property tours were scheduled in order to deliver the desired message to the market. Subsequently, additional input from all of Index Computer's Department Heads was incorporated in a detailed Request For Proposal (RFP). The RFP was then delivered to the competing and incumbent landlord.
- Each round of RFP responses were analyzed and then re-negotiated. Regular conference call times and meetings were established to review updated financial analysis which compared all the competing landlords against the incumbent. Once satisfactory deal terms were achieved, a formal proposal was signed.

Results

- The Strategic Renewal/Relcoation Plan was implemented flawlessly to create Real Market Leverage between the alternatives. The Conte Team delivered several lease alternatives which delivered significant savings. Index Computer Re-marketing chose to renew in place with their institutional landlord and enjoyed significant occupancy savings, a market tenant improvement package and minimal business interruption.

References Available Upon Request

The work described in this case study was started by The Conte Team while at CB Richard Ellis, The Staubach Company and Jones Lang LaSalle which was prior to the formation of JC Commercial Realty.

Tenant Representation / Occupier Strategies

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