



TENANT REPRESENTATION
Makita

SERVICES

Strategic Renewal/Relocation Plan (SRRP) is a system designed by The Conte Team. This system was used to benefit Makita Latin America in providing viable expansion options for their South Florida Distribution Center.

SITUATION/PROCESS

- Makita Latin America started in 11,000 square feet in Pompano Beach, Florida. The business needs grew and The Conte Team relocated Makita to a 24,000 s.f. facility in Medley. When their lease was about 24 months from expiring their Latin America's business was steadily growing. Their goal was to double their warehouse foot print, increase warehouse efficiencies and upgrade their showroom and office environment.
- For the third consecutive time, Makita Latin America hired The Conte Team quarterback the process. The formal engagement of The Team occurred eighteen (18) months prior to lease expiration. A highly detailed Relocation Time Line was crafted by The Conte Team and approved by Makita's global leadership. The Team requested a detailed base line proposal for expansion with the incumbent landlord while simultaneously, preparing for an extensive property search.
- A long list of viable options was presented and an initial property tour was set in motion. Simultaneously a detailed Request For Proposal (RFP) was prepared and set to the short listed landlords. Each landlord response was analyzed side by side. Regular conference call times and meetings were established with Makita's local and global leadership to update them on how the prospective landlords and incumbent landlord were responding.

RESULTS

The Strategic Renewal / Relocation Plan (SRRP) was implemented flawlessly to create real market leverage for Makita Latin America. The new Distribution Headquarters was delivered to Makita Latin America on a "turn key" basis, warehouse efficiency goals were achieved along with a nice inducement package to relocate.

- REFERENCES AVAILABLE UPON REQUEST -

The work in this case study was completed by The Conte Team while at CBRE and then again at The Staubach Company.
References are available upon request.

