



TENANT REPRESENTATION

Prime Source

SERVICES

Strategic Renewal/Relocation Planning (SRRP) was the service line used to benefit PrimeSource Building Products Inc. in their consolidation of several South Florida locations.

SITUATION/PROCESS

- PrimeSource acquired another building supply products company and the acquisition required they re-evaluate their supply chain across the country. The Team's Supply Chain Specialist were engaged to help PrimeSource answer many logistic, employee and incentive questions.
- PrimeSource executives preferred to keep operational disruption to a minimum. One of the analysis for South Florida was to explore a stay in place opportunities with the current landlord. The challenge was positioning PS in a way that they would not sacrifice the monetary benefits typically available to only new tenants in the market.
- The Team delivered some on off market and on the market options through superior market knowledge. Prime Source toured all the options and we defined the target list of landlords that were under consideration. Each landlord, including the incumbent landlord, received Requests For Proposals (RFP's).
- Each round of negotiations brought more clarity to the best and most competitive landlords. After tireless negotiations, the client was delivered the most optimal, economic & flexible lease terms..

RESULTS

PrimeSource was able to minimize the disruption in their South Florida operation by expanding with their incumbent landlord while achieving deal terms only available to new tenant's in the market. The total occupancy costs goals were exceeded with savings in excess of 20% plus turnkey delivery of the space and secured outside storage. PrimeSource now occupies a total of 138,600 SF of high efficiency space within a Class A industrial park in Medley Florida.

- REFERENCES AVAILABLE UPON REQUEST -

The work in this case study was completed at The Staubach Company.
References are available upon request.

