



TENANT REPRESENTATION

The White Dress

SERVICES

Strategic Relocation Planning (SRP) is a system designed by The Conte Team. This system was used to benefit The White Dress Bridal Company in lease alternatives within very defined demographics.

SITUATION/PROCESS

- David and Mary Mejia started their company out of their garage. They had never been through the formal process of doing good demographic research much less commercial lease negotiations. They absolutely needed help through the entire process if their young business was going to have a chance to survive.
- David Mejia formally engaged The Conte Team, to run in depth demographic studies within Broward County Florida prior to identifying an acceptable geography to locate their first store. Once the demographics were done, the client identified three areas in which he wanted to search for space.
- The Conte Team identified several suitable locations in each submarket for the couple to consider. After driving by each of the properties, they shortened the search to East Fort Lauderdale locations.
- Negotiations took place with two landlords through an RFP process and decisions were quickly made based on landlord responsiveness, economic flexibility, lease terms and property visibility and parking.

RESULTS

By implementing The Strategic Relocation Plan (SRP), The White Dress Bridal Company successfully leased their new corporate head quarters and showroom directly facing Federal Highway in Fort Lauderdale, Florida. Their location is minutes from the 17th Street Causeway, the cruise ships at Port Everglades and the Fort Lauderdale International Airport. As of 9/1/16, they are still going strong in the 5th year of their lease.

- REFERENCES AVAILABLE UPON REQUEST -

The work in this case study was the very first transaction performed immediately following the formation of JC Commercial Realty.
References are available upon request.

