



## TENANT REPRESENTATION The Spice Lab

### SERVICES

Strategic Relocation Planning (SRP) is a system designed by The Conte Team which was used to benefit The Spice Lab in their Corporate Headquarter Relocation and expansion.

### SITUATION/PROCESS

- Since their humble beginnings in 3,000 square feet, JC Commercial Realty was there providing professional, unbiased strategic corporate real estate services to The Spice Lab. For the 3rd time in four years, Brett and Jennifer Cramer, Principals of The Spice Lab, had a serious growth problem.
- JC Commercial had previously implementing flexible lease terms with the two existing landlords. This would prove to provide maximum flexibility in the next move. We believe a well educated client is our best client.
- All the market information for existing and under construction buildings within the desired geography were gathered. The Principals & Team carefully went through the properties one by one explaining the benefits, costs and challenges of each before a short list and any formal tours were set up.
- The short list of industrial properties consisted of three. Two institutional landlords and one private. Each of the short listed properties were toured with a specific pre-rehearsed message to the market.
- Then a Request For Proposal was drafted and sent to each of the property owners. A month later, an LOI was finalized with the private owner. Three weeks later the private owner came back to us to let us know he leased the 60,000 square feet to his neighboring tenant. Not to worry!
- It is our practice to keep more than one option alive, so we smoothly transitioned into our 2nd choice. A recently constructed warehouse by Robinson Weeks out of Atlanta. Within eight weeks of signing the LOI we finalized a lease and initial construction documents.

### RESULTS

A very long term lease 73,797 square feet was secured at Pompano Business Park II. The relocation provided an increased foot print all under one roof, increased operational efficiencies, massive cubic storage, good access to I-95 & the Turnpike, brand new offices, showroom, production and distribution. All the Spice lab principals also shortened their personal commute and went from a Class C warehouse to Class A.

### - REFERENCES AVAILABLE UPON REQUEST -

The work performed in this case study was completed by JC Commercial Realty.  
References are available upon request.

