



## **TENANT REPRESENTATION** **Broward Healthy Start Coalition Inc.**

### **SERVICES**

Strategic Relocation/Renewal Planning (SRP) is a system designed by The Conte to benefit Broward Healthy Start Coalition in their lease renewal.

### **SITUATION/PROCESS**

- Broward Healthy Start Coalition was concerned that they would not get a market renewal deal terms if they didn't obtain professional help. They had experienced many years of rental increases and their space was beginning to look a bit worn out.
- Upon engaging The Conte Team a base line proposal for renewal was requested from their incumbent landlord by JC Commercial Realty.
- A market tour of competing properties was prepared by JC Commercial Realty to better educate the client as to what the market looked like at the time.
- After the tour, we selected the top two vacant spaces and sent the respective landlord's a Request For Proposal (RFP) to see what type of deal terms they would offer the client if they relocated to their property.
- After several rounds of negotiations, we countered the incumbent landlord in writing with market deal terms to confirm the landlord's desire to be competitive.

### **RESULTS**

Broward Healthy Start Coalition was extremely satisfied with their renewal terms. They decreased their overall rent by over 7%, they were provided with significant free rent and an allowance to do interior improvements the their space. If you are an incumbent Tenant thinking about an upcoming lease renewal, let us represent your interest and save you money!

### **- REFERENCES AVAILABLE UPON REQUEST -**

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

