



## TENANT REPRESENTATION Alber HQ Relocation

### SERVICES

Strategic Renewal-Relocation Planning (SRRP) is a system designed by The Conte Team which was used to benefit Alber by providing them Real Market Leverage at the time of lease expiration.

### SITUATION/PROCESS

- Alber occupied 30,000 s.f. with a very savvy local landlord. They wanted professional help to insure that they would get a market lease renewal.
- Immediately after The Conte Team was hired, a written renewal proposal was requested from the incumbent landlord.
- 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 with outside landlords, we countered the *incumbent landlord* in writing with market deal terms to confirm the landlord's desire to retain the tenant.

### RESULTS

Alber was extremely satisfied with their renewal terms. They decreased their overall rent by over 10%, they were provided with significant free rent and an allowance to do interior improvements to 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 done The Conte Team while at The Staubach Company. References are available upon request.

