

**UNDERGROUND
REPTILES**

TENANT REPRESENTATION
Underground Reptile – Deerfield Beach, FL

SERVICES

Strategic Relocation Planning (SRP) is a system designed by The Conte Team. This system was used to benefit Underground Reptiles in their search for warehousing that provided the zoning to store, breed, house and distribute reptiles for their growing online business.

SITUATION/PROCESS

- Underground Reptiles was operating their entire business out of a retail store. From the moment they launched their web site, the business started to boom. It became obvious impossible to fulfill all the demand out of the retail location and a warehouse was needed.
- The primary goal was to deliver a new location in the 5,000 to 8,000 square foot range which allowed the breeding, feeding, storing and distribution of reptiles and exotic pets.
- An extensive property search was conducted. Some of the properties toured were not officially on the market but fit the requirement quite well. A short list of most viable properties was quickly highlighted.
- A detailed Request For Proposal was created, approved and delivered to the two most viable landlords. Each round of responses were analyzed and then re-negotiated. After several rounds of negotiations, one landlord and location rose to the top as the most responsive and competitive.

RESULTS

The Conte Team quarterbacked the implementation of the SRP to create Real Market Leverage for Underground Reptiles. There were many other tangible and intangible benefits to the Tenant like a purchase option at a set price, interior build out allowance and very nice office space to run the Online business from.

- REFERENCES AVAILABLE UPON REQUEST -

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

