



TENANT REPRESENTATION
Armour Group, Inc. - Fort Lauderdale, FL

SERVICES

Strategic Relocation Planning (SRP) is a system designed by The Conte Team. This system was used for The Armour Group to provide lease alternatives with an initial goal of reducing their foot floor-plate by approximately 50%.

SITUATION/PROCESS

- The Armour Group, Inc. had been a long time tenant of an institutional industrial landlord and occupied about 45,000 square feet. Changes in their business model provided for opportunities to shrink their square footage by about 50%. They attempted to locate a new facility on their own. When they came up short, they agreed to engaged JC Commercial Realty to help them find a new location to suite their needs.
- The primary goal was to deliver a new location in the 15,000 to 20,000 square foot range with good access to highways, additional paved land for outside storage of vehicles at a competitive rental rate.
- 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 listed of properties were quickly highlighted.
- Next, a detailed Request For Proposal was created, approved and delivered to two viable landlords. Each round of responses were analyzed and then re-negotiated.
- After a several rounds of negotiations, one landlord rose to the top as the most responsive and competitive.

RESULTS

The Conte Team quarterbacked the implementation of the SRP flawlessly to create Real Market Leverage for The Armour Group and ultimately saved 22% in occupancy costs based on square foot price. There were many other intangibles benefits to the Tenant like a free standing building, superior access to highways and a great visibility with a more flexible local owner.

- REFERENCES AVAILABLE UPON REQUEST -

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

