



TENANT REPRESENTATION

Index Computer Re-marketing – Hollywood, FL

SERVICES

Strategic Renewal/Relocation Planning (SRRP) is a system designed by The Conte Team. This system was used for Index Computer Re-marketing, Inc. to provide lease and purchase alternatives with an initial goal to reduce overall occupancy costs.

SITUATION/PROCESS

- Index Computer Re-marketing has been a long time incumbent tenant of the worlds largest industrial landlord. Being an incumbent tenant placed Index at a big disadvantage each time their lease renewal came up. Index’s rental rate had increased slightly over several years while equipment like air conditioning continued to age.
- For the fourth consecutive time, The Conte Team was engaged about fourteen months prior to lease expiration. Following the engagement, a formal proposal for early renewal was requested from the incumbent landlord.
- A county wide property search was conducted and subsequent property tours were scheduled in order to deliver the desired message to the market.
- Subsequently, detailed Request For Proposal (RFP) were sent to comparable landlords. Favorable deal terms were negotiated with alternative landlords.
- Once satisfactory deal terms were achieved outside the incumbent landlord, negotiations started with the existing landlord to ascertain their interest in keeping their long term tenant.

RESULTS

The Strategic Renewal/Relcoation Plan was implemented to create Real Market Leverage for the client. In four renewals over a twenty year period, Index Computer’s enjoyed significant occupancy savings of over \$250,000.00 which included rent reductions, free rent and a market tenant improvement package with the added bonus of no business interruption.

- REFERENCES AVAILABLE UPON REQUEST -

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

