



Joseph's Storehouse

TENANT REPRESENTATION Joseph's Storehouse – Lauderdale Lakes, FL

SERVICES

Strategic Relocation Planning (SRP) is a system designed by The Conte Team. This system was used to benefit Joseph Storehouse in providing lease alternatives within a specific demographic and geographic area.

SITUATION/PROCESS

- Joseph Storehouse had been a tenant in a small hard to find warehouse when the need for additional space grew. JC Commercial Realty was hired to show them available space in the market and negotiate a lot of flexibility for growth into any new lease.
- Several good alternatives were found near major road ways were found. Pricing and expansion capabilities were major concerns.
- A short list of acceptable landlords were highlighted and focused on.
- Proposals were created, approved and delivered to the 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 to create *Real Market Leverage* for Josephs Storehouse as they expanded and grew with the Lauderdale Lakes Business Park three times within three years. They now occupy and enjoy a 7,700 square foot free standing building in the park.

- REFERENCES AVAILABLE UPON REQUEST -

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

