

## Corporate Client – Case Studies

### **Case Study #1**

#### Client Goal Challenge

A major corporation with over 200 branch offices nationwide wanted to open more than 40 locations throughout the U.S. over the ensuing 12 months, increasing the amount of existing locations by 20%.

#### Services/Action

- Created a streamlined workflow process to ensure that the client received consistent service and developed a customized acquisition process to achieve client's goal
- Leveraged the national **Coldwell Banker Commercial** presence of over 500 offices to enlist the help of brokers in other locations in the site selection and acquisition processes
- Site selection identified by local due diligence on the part of other brokers
- Set up a single-point-of-contact model in order to coordinate people, processes and operations. CBC representative provided direct accountability and local market access
- Instituted web-based reporting with round-the-clock access for all stakeholders

#### Results

- Began selection and acquisition processes to achieve targeted growth goals according to established timeframe
- Improved productivity and reduced cycle time by adhering to performance metrics

### **Case Study #2**

#### Client Goal

Nationwide apparel company experienced revenue growth of over 150%. As a result, they outgrew their two free-standing warehouse distribution facilities, measuring 60,000 and 25,000 square feet, respectively. The client needed to consolidate and establish a long-term solution that would accommodate their needs and business growth.

#### Services/Action

- Located 250,000 square feet of space within a 346,000-square foot warehouse/distribution facility.
- Represented Client in the negotiation of a 5-year lease
- Consolidated the functions of two existing locations (85,000 Sq Ft total) into one location with room for future growth and expansion.

#### Results

- Negotiated lease terms at 20% below market rate for client in a brand new building, which resulted in a \$1 million savings in occupancy costs

- Completing a 5-year lease transaction valued at roughly \$5 million with a right of first refusal on the additional 96,000 square feet within the building.
- Structured a national alliance with **Coldwell Banker Commercial** for representation to complete multiple transactions throughout the United States