



## 750,000 SF Office – Landlord Representation

### Situation:

To successfully position a high-end office project in varying economic cycles to maximize occupancy at the highest lease rates.

### Challenge:

Beginning with the structure of a joint venture which allowed for the construction of the 80,000 SF of Columbia Center III building, the broker's challenge was to obtain for the landlord a high rate of deal flow in a fluctuating market where the building land costs and construction quality required rates approximately ten percent above the balance of the market.

### Solution:

By developing a well-organized, thoughtful game plan, we were able to design a marketing program whereby target tenants were identified on a continual basis. Each quarter, a prospective pool of high-end tenants with geographic suitability were identified and contacted personally by Forum Group.

### Benefits:

As a result, a high rate of deal flow has consistently been achieved and pro forma numbers have been obtained over the past ten years. Even in declining market cycles, the project has experienced among the highest rate of activity in its submarket, and has achieved rates at least ten percent above market without exceeding tenant improvement pro forma parameters. In fact, the project, consisting of Columbia I, II, and III is almost ninety-five percent leased with stable, long-term tenants.