

CASE STUDY



Background

- Client Name: Aragon Marketing Group
- Location: 460 Saint-Paul Street East,
Montréal, Québec
- Years of Service: 4
- Transaction Volume: 8,000 sq. ft.

Mandate & Scope

To provide real estate advisory services for the relocation of Aragon Marketing Group's offices to Old Montréal.

Solution & Strategy

Through their tactical negotiating skills, the agents were able to reduce the leasable area in year one of the lease, providing the client with an initial rental break and use of the entire premises. Also, the space is a built-out office space, with a turnkey leasehold improvement that account for no additional budgeting.

Challenge

Due to the client's initial size requirement and rental budget, locating a built-out office space with a quick occupancy date would prove to be a difficult task. Office spaces in Old Montréal are not generally built-out and as such would require costly leasehold improvements, adding to the rental cost and timing.

Client Outcome

Aragon Marketing Group timely relocated its offices to Old Montréal, and now operate in a fully built-out office space within budget.

Date of deal: July 11th, 2007

Team members: Sabrina Varano

Robert Deckelbaum

