



CARMEN THE
TENANT
ADVISOR

CASE STUDY

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 5MetaCom®

We are patting ourselves on the back due to our choice of CARMEN as our Tenant Advisor. CARMEN identified a number of suitable office spaces / landlord candidates and remained involved throughout the entire process by providing valuable services and appreciated advice. We're finding that CARMEN continues to represent us, for the duration of the lease, acting as our interface to the landlord as needed. - **JEFF EALY, V.P.**”

The Challenge...

Find and build-out new headquarters office space:

- Easily accessible for 5MetaCom's regional, national and international clients visits
- Equipped with a high quality, private, in-suite conference center for client attended branding, messaging and marketing sessions
- Expressive of 5MetaCom's business essence: B2B Marketing for Technical and Scientific products
- Well suited for their line of business: B2B marketing and advertising

The 5MetaCom Process...

5MetaCom's most critical first step was finding a broker who represents tenants only, NEVER landlords, thus, there would not be a conflict of interest while representing 5MetaCom's best interest. They had very specific requirements, such as a broker with a long track record of success. They needed a broker who was willing (and able) to adopt, and faithfully implement, 5MetaCom strategies throughout the lease process. Lastly, they wanted a broker who needed no hand holding, but a true expert that could guide 5MetaCom's leadership through the lease process, without concern they would negotiate anything less than the best possible business and economic lease terms.

Enter CARMEN Commercial Real Estate. 5MetaCom's selected CARMEN as we surpassed all selection criteria and demonstrated proficiency beyond that of any broker 5MetaCom had encountered or engaged in its 35 years of business.

CARMEN led the facilities search for 5MetaCom, ultimately finding a number of office spaces that met the firm's specific needs. Further, CARMEN negotiated with landlords to build-out to 5MetaCom's office space to the firm's specifications. From touring possible spaces, procuring lease proposals, analyzing and comparing lease terms, to helping the firm select the option that best met their needs for location, building, landlord quality, rental economics, etc., negotiating lease terms and build-out so the firm didn't have to fund it themselves, to infusing 5MetaCom business strategies and protections into the final lease documents.

The Outcome...

Fantastic for 5MetaCom

The leased space provides a high-quality, efficient and productive working environment. The lease agreement fits 5MetaCom's operational and economic interests. The building style and extensive space build-out speaks to the very essence of 5MetaCom and makes a strong, favorable impression on visitors

Fantastic for 5MetaCom Clients

5MetaCom clients have been highly complimentary on the location and quality of the leased space, especially the utility and comfort of the private conference center. Clients appreciate, and utilize, independent access to 5MetaCom's conference center for their own offsite meetings.