



EXTRAORDINARY DELIVERED

243 VALLEJO / BRICK & TIMBER COLLECTIVE

San Francisco, CA
Agency Leasing

OPPORTUNITY

Brick and Timber Collective identified the former San Francisco Magazine headquarters as a target for acquisition and repositioning. Upon closing, it immediately began base building work, which included new skylights, installation of a custom staircase and high-end restrooms. Brick & Timber then engaged Transwestern to commence leasing for the asset.

SOLUTION

- Perform speculative Tenant Improvements meeting the highest office standards in Jackson Square
- Begin marketing the highly creative space with high-quality photos
- Utilize a door-to-door marketing strategy to approach creative, creditworthy users in the neighborhood
- Foster a sense of exclusivity by touring several venture capital and private equity firms through the space, increasing competition and leverage in the tenant network

RESULTS

Transwestern's unique marketing and negotiation approach drove interest from multiple groups willing to take the beautifully improved space completely "as-is", and led to getting an historically high rent for the submarket.