



ATLANTA, GA

# CIELO

Tenant Advisory + Workplace Solutions

## OPPORTUNITY

A rapidly growing financial technology company needed evaluation for its multi property portfolio and to develop a headquarters location with growth strategy

## SOLUTION

- Developed detailed demand forecasts by location
- Tested multiple growth and facility rationalization scenarios that included labor and real estate costs
- Created a go-to-market strategy for the HQ requirement that maximized recruiting advantage and optimized the company's risk profile for space demand

## RESULTS

The transaction achieved a rent that was \$4 PSF lower and a total tenant concession package that was \$57 PSF higher than a deal that was simultaneously negotiated by another tenant using a conventional brokerage approach.