



CASE STUDY:	“Taking a Byte Out of High Rent”
TENANT:	NewsGator Technologies, Inc.
TENANT REP:	Rare Space Inc.



There is a lot of news to be found on the internet, quickly and with the click of a few keystrokes. The downside of the plenty is that it can be difficult to harness and filter. Rare Space client Newsgator Technologies was one of the first to recognize this challenge and pioneer the technology behind RSS feeds to deliver targeted and aggregated news clips into subscribers' inboxes.

Plugging along in their early years in 4,500 square feet within a Class B building in downtown Denver, the time came to expand and upgrade. Rare Space worked with Newsgator to determine their projected growth, both immediate and in the coming years, to initiate their search. The management worked on their projections and went to market.

Rare Space located an extremely attractive sublease opportunity for an entire floor of the U.S. Bank Tower in downtown Denver. Following negotiations, Newsgator was able to occupy an efficient Class A building with expansive views of Downtown and the Front Range at a lease rate 38% lower than comparable space in the building. Over the course of their 3 year sublease, NewsGator will save over \$500,000 compared to paying direct rent at the same building.