

Denver Business Journal - May 3, 2010  
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## DENVER BUSINESS JOURNAL

Friday, April 30, 2010

# Mason finds Rare Space in commercial market

Denver Business Journal - by [Arianna Ranahosseini](#)

Breaking into commercial real estate wasn't easy for Tanner Mason. He was working in the commercial construction industry, inspecting safety systems in buildings, when he decided it was time to make a change.

"I realized it was a great job out of college, but I wanted to do more with the end user and have more personal interaction," he said. "The original job just didn't have that."

Mason jumped into commercial real estate in early 2001, and with the market down, he said it took hard work and a positive attitude to stay afloat. He knew immediately this was the right path, but that it also would take about three years to develop the right relationships.

"You have to make a mark and figure out how it all works," he said. "And that takes a long time. This is an industry where you have to make a decision up front if you're going to give it three or five years to decide if it's your deal. It never crossed my mind that this industry wasn't right for me."

Now, Mason is a partner and broker for Rare Space, a tenant advisory firm in Denver.

"I like to get to know people, and hopefully become friends with my clients," he said. "It's how I built my business."

With more national business moving into the city, Mason said there's a lot of optimism. He credits the popularity to the Colorado lifestyle and low cost of living.

"We're sitting pretty in Denver right now," he said, especially when it comes to commercial real estate.

Mason said Denver is doing much better than the rest of the country. And for the most part, local businesses are deciding to move forward, such as leasing or buying space now. Mason said there have been more purchases this year than in the last two years. But, he added, there still are hurdles in the market, such as job growth, confidence and long-term planning.

"Companies are having a harder time looking in the crystal ball today far enough out in the future to realize or make an accurate prediction of what they should do with their office space, for instance," Mason said.

Mason said because of low interest rates, now is the time for companies to lock in real estate deals.

"It's still tough, though," he said. "They [businesses] don't have the confidence yet to actually make that decision, but smart companies are at least looking at it."

This is a big deal, Mason said, because for most companies, real estate is the second-largest expense after personnel. Though it's easy to forget about a lease once it's signed, Mason said there are things renters can do between lease expirations. He said that if there's a short period of time left on a lease, renegotiate it today.

"Most tenants don't even realize that's even a conversation they can have right now," Mason said. "But it's one everyone should at least analyze."

Renegotiating early can help get the tenant a better rate and more improvements, and can help the landlord get that extra term in the building.

"Every tenant is only a piece of that investment puzzle," Mason said. "It really is a win-win in most cases. It helps short-term and long-term cash flow for the tenant and helps the landlord keep the building full."

Keeping the building full, Mason said, also helps the landlord with lenders and potential buyers of the building.

Mason sits on the board for Brokers Benefiting Kids, a project through Denver Active 20/30 Children's Foundation and recently completed a separate two-year term on the foundation's board.



Kathleen Lavine | Business Journal

Tanner Mason, partner and broker with Rare Space Inc., started out in the commercial construction industry as a safety inspector.

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### Making their mark

Young professionals making an impact on their industries.

### Tanner Mason

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