CASE STUDY:	Lease renewal
TENANT:	ParTech
TENANT REP:	Rare Space Inc.

Should you stay or should you go?

When you run a company you have many choices to make on a daily basis. Undoubtedly, one of the most important ones is where you base your business.

When you have an established company and have already put time and effort into the last real estate search, even if it was years ago, an approaching lease expiration can bring on some major headaches. It can introduce the possibility of change. You might be in a space that works for you, so why mess with a good thing? Why not just re-sign your landlord's lease extension and continue business as is?

This was a circumstance that faced ParTech, a NYSE traded technology firm that services and manufactures point of sale devices for the retail industry. Comfortably situated in a prime Boulder location, Flatirons Park West, the firm was happy with their building's proximity to a strong call center labor market and satisfied with the building's functionality, amenities and services. They did, however, know that lease rates were going down and that it made sense to look at some alternatives. ParTech enlisted the services of Rare Space.

Rare Space conducted a search of available options in the marketplace. After touring and finding the best alternatives, the bidding process began. Three suitable options competed against their existing space. In the end, though some of these locations were adequate for ParTech's operations and were more economical from a rental rate perspective, ParTech opted to stay in their current location. The deciding factor: the likelihood of employee attrition with a move. ParTech decided that the added cost of losing valued employees and subsequently finding and retraining new ones was not worth the reduced rent schedule. Here is what Rare Space negotiated with their existing landlord:

Lease rate reduction	-15%
Free rent period at start of new term	5 months
Tenant Improvement Allowance	$300,000
Portion of TI Allowance that can be applied to rent	$100,000
Moving expenses	$0