



Let's Upgrade Our Image



Dean Evans & Associates (DEA), is an Inc. 500 company that provides event management systems to more than 4,000 facilities and 2.5 million registered users in over 75 countries. Rare Space began working with DEA, in 1999 when they first occupied a 4,000 square foot flex space. That initial startup grew into a 6,500 square foot class B office space and then a 10,000 square foot Class A office space and, most recently, a 17,000 square foot Class A office space.

In the new 17,000 square foot office space, DEA wanted a dramatic change in their work environment which included converting from tall, private cubicles to low, bench work spaces that promote employee collaboration. Equally important to DEA was that they occupy a Class A office building owned and managed by a Class A Landlord.

Rare Space searched the market using several criteria and identified Peakview Tower and Crescent Real Estate as the right fit. Rare Space finalized the lease negotiations and also assembled a team for the new space which included an architect, PM, GC, art consultant and furniture dealer. Rare Space also negotiated a moving/furniture allowance for DEA, which minimized their out of initial expenses. Assembling the right team resulted in a seamless relocation and the improvements were completed on time and on budget.

Subsequently, Dean Evans has received a very significant “strategic growth investment” from JMI Equity, and is evaluating how he will spend his newly found spare time.

As a big fan and active observer of Dean’s for 15 years, we must say his execution was perfect!