



Tenant Representation/Advisory Services

ADDISON WESLEY LONGMAN (PEARSON)

1301 Sansome Street, San Francisco

PEARSON ALWAYS LEARNING



PROJECT DIRECTOR

Mark Hutchinson

SITUATION

- Addison had sublet space in Menlo Park and needed to relocate to more suitable less expensive space
- Employees do not want to relocate
- Need for Identity a unique space
- Accessible to public transportation

ACTION

- Aggressive “pro-active” survey of market
- Numerous tours of buildings
- Submit multiple offers on several buildings
- Created competition among landlords for best deal

RESULT

- Relocated to new 35,000 single tenant rehabed building in San Francisco North Waterfront
- Full Building Identity; Creative, unique design
- Rent 40% below Menlo Park sublease rate
- “Above standard” tenant improvement contribution
- 15 year transaction
- Satisfied employees relocation concerns

