



Tenant Representation/Sublease Success

BRONSON BRONSON MCKINNON

505 Montgomery Street, 9th Floor, San Francisco



PROJECT TEAM

Kirk Usher, Jr., SIOR

Mark Hutchinson

SITUATION

- Bronson – 75,000 sf tenant to sublease 14,000 sf – 4-year term max
- Heavy build-out – many private offices – little support area
- No tenant improvement dollars available

ACTION

- Aggressive “pro-active” marketing campaign
- Located sub tenant thru a personal phone call to all building tenants
- Created a competitive proposal environment resulting in:
 - Expedited process (planned for 4-6 mos, actual 3 mos)
 - Multiple offers on space

RESULT

- Latham & Watkins expanded within building
- Rent commenced prior to actual occupancy
- Took space “as is”, sooner than needed, more expensive than nearby alternatives
- Marketing team completed transaction in 3 months – start-to-finish
- One of over 35 prior sublease assignment “successes” by this Usher/Hutchinson marketing team

