

Case Study

Renewal Negotiation



Quote / Testimonial

"As you know, in 2003 when we first met and you assisted us in the move from our office space at Shadeland to our current location, it was your market knowledge and negotiation skills that provided us with a competitive advantage in achieving a lease with favorable financing terms and exterior building signage.

Our experience with you this year was no different. Your expertise was again instrumental in helping us to create a strategy to leverage our needs against the market conditions and allowing us to achieve our space goals and significantly reduce our occupancy costs.

We are extremely pleased with the outcome of our office renewal decision and the efforts, guidance, and professionalism you provided us."

Alan J. Goldsticker
Division President

Mark Thune
Vice President/Controller

Ryland Homes

Challenge

- Meridian Real Estate was tasked with reducing the amount of space under lease to reflect Ryland's smaller office requirements while still having two years remaining on the lease term. In addition, it was critical to drive the absolute best economic deal possible given the challenging housing market.

Solution

- Meridian Real Estate used their knowledge of the market and process driven transaction methods to leverage several other buildings into offering aggressive lease terms. This leverage was then used to convince the Landlord that it was in their best interest to downsize our client's space and reduce their occupancy cost in exchange for an increase in their lease term. This solution provided Ryland with a superior outcome by achieving all their goals while not incurring the cost and disruption of a move.