



CASE STUDY:	Creative Accounting
TENANT:	Spotlight
TENANT REP:	Rare Space Inc.



For some business owners it can make sense to sign a one year lease. If executives really cannot predict how business is going to fare more than 12 months in the future, this is the only safe bet. However we find that clients who have a fairly healthy bottom line regret making such a short term decision. It seems that as soon as they sign the lease it's time to take another look at the market or renegotiate their current space again, likely with less leverage. Plus it's time consuming!

Spotlight, a consultancy firm focused on Information Management (EIM) solutions to help their clients “shine”, is one such client. The company moved into a suite at the Offices at the Promenade, a prime Denver Tech Center location, and then were soon faced with an expiring lease. This is when they hired Rare Space.

Rare Space helped Spotlight plan for a three year lease term and understand the available options in the marketplace. We toured other buildings and entertained other proposals, however in the end Spotlight decided that they preferred to stay in their current building, citing its easy access and proximity to retail conveniences.

Rare Space helped maneuver the deal. A bargain first year rate of \$11.50 allows Spotlight to ramp up their work load and save money in the short term, and the overall effective lease rate of \$14.83 beats the market!

Rate for Suite prior to Rare Space	\$17.50
New Term: Year 1 Rate	\$11.50
New Term: Year 2 Rate	\$18.00
New Term: Year 3 Rate	\$18.00
New Term Free Rent	2 Months
New Term Effective Rate	\$14.83
New Term Tenant Improvements	New HVAC VAV units in their suite
New Term Personal Guaranty	Removed (formerly in place)

“Thanks again for all your help, great job!!! Love to be a reference anytime you need one.”

-Jeff Henrickson, President of Spotlight