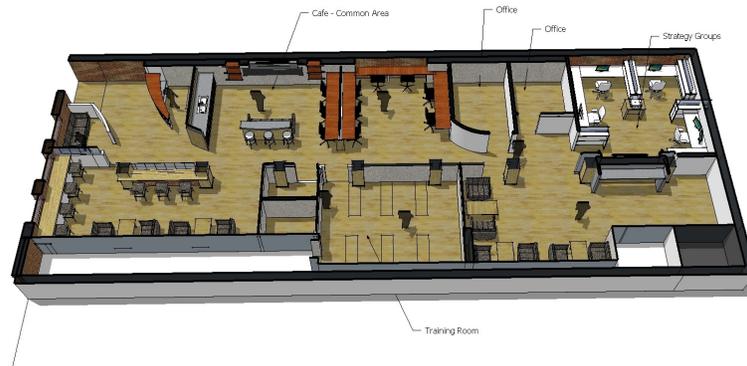




CASE STUDY:	Shared Space a Brilliant Strategy
TENANT:	Strategy Group
TENANT REP:	Rare Space Inc.



The push to “green” up commercial properties has built with steady momentum over the past few years. Though not all property owners or tenants strive to attain strict LEED certification, many are examining which aspects of their buildings’ operations can be improved for increased energy efficiency and savings.

Strategy Groups, LLC is at the forefront of this industry change in providing a package of sustainable Strategic Management services unequaled in the Colorado region. The Strategy team pulls from its collaborative experiences in architecture, development, construction, engineering, furnishings, property management, research and education to provide comprehensive service for their clients. Strategy has partnerships with the Environmental Protection Agency (EPA), General Services Administration (GSA), The Center for the Built Environment (CBE) at UC Berkeley, the US Green Building Council (USGBC), the American Society of Heating, Refrigeration and Air Conditioning Engineers (ASHRAE), and DBIA (Design Build Institute of America).

Strategy, in business since September 2007, recently expanded their team and was experiencing growing pains in their Lodo executive suite space. They enlisted the help of the Rare Space team to assist them with their real estate needs.

As the search began for new independent office space, Strategy concluded that they would benefit from a collaborative environment, working with like-minded businesses in a shared work space. Through mutual connections, good timing, and a stroke of good luck they were alerted to an opportunity with a new collaborative space on Blake Street, The Thrive Center. Following discussions with other tenants on board, Green Ops, iQ3, and Smart Building Group; Strategy consulted with Rare Space to analyze the efficiency and terms of the situation. This analysis proved that the shared opportunities of the space in addition to its prime Lodo location, emphasis on sustainable workplace solutions, and flexible lease terms made the move to Thrive a no brainer.

"As a Strategic Management company we work with most of the real estate brokers in Denver, including Rare Space. We have helped many companies achieve their business goals with efficient new office space. When our office began to grow, real estate became personal. Tom, Jeff and Tanner have been outstanding."

Jim Blackledge, AIA, NCARB, LEED AP
Director of Strategy Groups, LLC