

George Sexton Associates

LIGHTING DESIGN • MUSEUM DESIGN

WLS CASE STUDY: The Best Deal at the Best Location



BACKGROUND:

George Sexton Associates (“GSA”) is an innovative, award-winning lighting design and museum design firm. GSA has an extensive portfolio of projects ranging from private museums and galleries to Class A office buildings.

The firm engaged West, Lane & Schlager (WLS) as a strategic business partner in March of 2018, two years prior to their existing lease expiration. They needed assistance deciding whether to remain in their current location at 2121 Wisconsin Avenue, NW in the Glover Park neighborhood of Washington, D.C. or move to a new space.

“At our initial meeting, I was very comfortable with Jonathan and Tyler and the owners of our company instantly connected with them too. We interviewed other commercial real estate brokers and felt strongly that WLS was more knowledgeable about the current real estate market which included insight into our building.”

- Dan Ianni, COO, George Sexton Associates



CHALLENGE:

GSA had been in its existing space since 1999. While the firm considered remaining in the current building as they enjoyed the neighborhood and the space met their needs, they were interested in seeing what other buildings and neighborhoods had to offer.



SOLUTION:

After uncovering GSA’s true real estate goals (remaining in the building, reducing costs, and obtaining significant landlord-funded concessions to upgrade space), Jonathan Danziger and Tyler Marshall developed a strategy to identify landlords who would provide enough free rent and build-out allowances to justify an early relocation to a newer, more modern building.



RESULT:

With the fear of losing the tenant, GSA’s landlord agreed to extremely favorable terms 18 months prior to the lease expiring. WLS was able to secure a rental rate reduction and significant free rent for GSA’s 7,500-square-foot lease in its current building, reducing occupancy costs by over \$400,000 while simultaneously securing a generous building allowance to renovate the space.

“We really like our current location – it works for us on several levels – so we were extremely happy when Jonathan and Tyler found us the best deal possible to stay at 2121 Wisconsin.”

- Dan Ianni, COO, George Sexton Associates

