

Retaining and Attracting Tenants

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When your tenants are READY TO MOVE, will you be ready to move with them? Modern-day businesses expect a workplace to be more than a generic floorplan and standard furnishings. More and more tenants want a well-designed office space that reflects their work culture, enhances their workers' ability do their jobs, and responds to their changing business needs.

Can you answer these WORKPLACE STRATEGY questions from tenants?

- We're growing fast and we need more space. Can you reliably calculate how much more space we need?
- We need a change. Can you expand, reduce or rejuvenate our existing space, or should we start looking for a new one?
- We need to cut costs. How can we take up less space?
- We want to modernize. In what ways can we make our space more open, agile and collaborative?

Knowing how to answer these questions could mean the difference between retaining a tenant over the long term and watching your tenants move out.

ADD VALUE to your property by accessing a workplace strategy expert

Commercial landlords and developers can add quantifiable value by offering their existing and new tenants access to a workplace strategist as part of the leasing agreement. For example, a workplace strategy expert can:

- Perform a quick (sometimes in only a few hours) study of how much square footage your tenants currently occupy and what impact their future projections would have on the amount of plannable space required
- Conduct a Fit Test on other spaces available in your building to see which one would fit your tenants best
- Once square footage is calculated, provide a blocking layout for your tenant to determine if the space facilitates the proper adjacencies and work flows
- With blocking plan approval, create a layout that is compliant with base building standards
- Work with the tenant to manage the transformation—freeing up your property managers to manage the building, not tenant renovation projects

Make sure your space fits your tenants. A small investment in workplace strategy services could save you thousands of dollars.

Meredith Thatcher is a workplace and change management strategist, consultant, professional speaker and certified trainer with over 30 years of experience. As President of Thatcher Workplace Consulting, Meredith works with businesses and organizations across North America and overseas to transition and transform “yesterday’s” work cultures and workspaces into “tomorrow’s” agile, responsive and collaborative workplaces—in essence, successfully aligning the work, worker and workplace of the future. For more information, please visit www.spaceneedsanalysis.com.