



Marketing Company Streamlines Office Facility & Slashes Overhead

“Voit were very creative in finding a flexible and cost effective solution to our rapidly changing real estate needs. Their expertise and negotiating strength exceeded our expectations and saved us a great deal of time and money.”

Peter Ashworth
Brilliant Blue, LLC

Challenge: Brilliant Blue’s sublease was expiring and it was rapidly outgrowing its space. Brilliant Blue needed a short-term, flexible, cost-effective solution to allow for projected growth and was on a tight budget.

Solution: Voit negotiated a new one year lease of the existing premises at the same rent as the sublease and, just before Brilliant Blue outgrew the premises, Voit located a suitable larger space with the same landlord and negotiated a new four year lease at 20% below the asking lease rate for the building.

Benefit: Brilliant Blue’s real estate costs were reduced to a minimum, significantly reducing its operating overhead so surplus financial resources could be reallocated. Brilliant Blue’s ability to grow organically over time was not restricted by its real estate, which was sufficient to accommodate its projected expansion in the building.

Client:
Brilliant Blue, LLC

Location:
Irvine, CA

Value:
\$525,000 / 5,000 SF

Solution:
Lease Renegotiations &
Lease Renewal Negotiations

Timeframe:
12 months