



## Financial Advisory Firm Disposes of Surplus Office Space in only 30 Days

*“Voit’s market exposure and the speed at which they implemented an aggressive marketing campaign provided a quick and inexpensive solution for substantially reducing our overhead.”*

**Fariborz Maseeh**  
Picoco, LLC

**Challenge:** Voit was engaged to purchase a building for Picoco’s expanding business and hence the lease of its existing office became surplus to requirements.

**Solution:** Having reviewed all disposition opportunities, including subleasing, assigning or terminating the lease, it was determined that a sublease would likely provide the most economic and timely method of disposing of the lease. Voit immediately commenced an aggressive marketing campaign, targeting the entire local commercial brokerage community and its extensive database of local businesses with a print and email campaign. Voit also canvassed all the surrounding buildings to ensure comprehensive exposure to every tenant in the local market.

**Benefit:** Within only thirty days, Voit subleased Picoco’s premises upon the exact same terms as the lease, completely eliminating its rental liability. Voit also handled the sale of surplus furniture systems, which covered all Picoco’s lease disposition costs.

**Client:**  
Picoco, LLC

**Location:**  
Newport Beach, CA

**Value:**  
\$200,000 / 3,000 SF

**Solution:**  
Market Research & Analysis,  
Project Marketing, Sublease  
Negotiations & Transaction  
Management

**Timeframe:**  
1 month