

33 WEST GRAND CASE STUDY



Known as the Chicago Medical Society building located in the heart of River North, the building was once fully utilized in-house so the market was unaware of the building. Stepping into the building for the first time, the spaces still housed hospital beds and were cluttered with old files.

With a fresh outlook on the building and a new creative marketing program, the building was successfully introduced to the market. Updates within the suites were completed, an aggressive mail campaign was established and direct broker outreach began.

Within 12 months of coming onto the project, the building was taken from 40% to 100% leased with long-term, credit tenants.

321 NORTH CLARK CASE STUDY



Prominently situated along the Chicago River, 321 North Clark enjoys a premier location, tremendous views with natural light and stable ownership. With its efficient floor plate, the building provides mid-sized tenants with great identity and efficient planning that is not found elsewhere in similarly located buildings.

The building had become stale and not properly marketed until CBRE, Inc committed to relocating to the building. Even still, with their tenancy, the occupancy was only at 82% leased and rents were in the \$17-\$18 Net range.

Bringing CBRE onto the leasing team, we compiled a strategic plan that involved: an aggressive marketing campaign to promote the building within the brokerage community, a detailed lease-up plan for existing and upcoming vacancies and spec suites that were ready-to-go spaces for smaller tenants with quick occupancy.

Through these successful efforts, the building went from 82% to 96% leased within 18 months and rents increased 30%.