



# case study

## LEASE RENEWAL & PROPERTY UPGRADE

### SITUATION:

- **Impending Lease Renewal:** Crafcu, a key tenant's lease term on a 18,000 SF warehouse space was nearing expiration, putting future tenancy and property income at risk.
- **Tenant Improvement Requests:** As part of the renewal conversation, the tenant required physical upgrades to their space—an added layer of complexity to the negotiation.
- **Time-Sensitive Coordination:** The tenant's busiest operational season was approaching, leaving a limited window to complete any construction work without business disruption.
- **Multi-Party Involvement:** The renewal process required input and action from three divisions—Brokerage, Property Management, and Construction—each with different roles, priorities, and timelines.
- **High Stakes for Ownership:** The lease renewal outcome would directly impact property revenue, tenant retention, and long-term asset value.

# case study

## LEASE RENEWAL & PROPERTY UPGRADE

### CHALLENGES:

- **Time Sensitivity:** Lease renewal deadline approaching.
- **Tenant Expectations:** Improvement requests tied to renewal.
- **Coordination:** Multiple teams needed to align efforts.

### OUR APPROACH:

- **Proactive Communication:** Property Management flagged the renewal deadline early to identify pain points, wants and needs.
- **Collaborative Planning:** All three GKJ divisions—Brokerage, Property Management, and Construction—worked together.
- **Tenant-First Mindset to Drive Owner-Driven Results:** Negotiation strategy prioritized tenant retention while supporting ownership goals.



# case study

## LEASE RENEWAL & PROPERTY UPGRADE



### SOLUTION + RESULTS:

- **Full-Service Delivery:** Property Management engaged Brokerage to engage lease negotiations, and Construction to bid on requested upgrades.
- **Seamless Execution:** Construction completed the work on time, coordinated with tenant's busy season.
- **Successful Negotiation:** Brokerage secured a 108% rent increase from \$5.53/SF to \$11.50/SF.
- **Win-Win Outcome:** Tenant renewed under favorable terms; owner gained increased revenue and retained occupancy.
- **Efficient Collaboration:** Having all three services under one roof ensured quick decision-making and a smooth process.

## TESTIMONIAL

*Working with GKJ has been a game-changer for my investment. Their commercial brokerage team negotiated a lease renewal that significantly increased my property's income, while their property management division handled every detail seamlessly.*

*On top of that, their construction team made key upgrades that not only helped with negotiations but also boosted the property's long-term value. Having all three services under one roof made the entire process smooth and efficient. I couldn't ask for a better team to protect and grow my investment!*



**Marty Linder,**  
Owner