



bespoke

commercial real estate

——— *your down payment on culture*

Firm Overview

We think like business owners and act with passion for ensuring the perfect real estate fit.

bespokecre.com | 312.635.1224 |

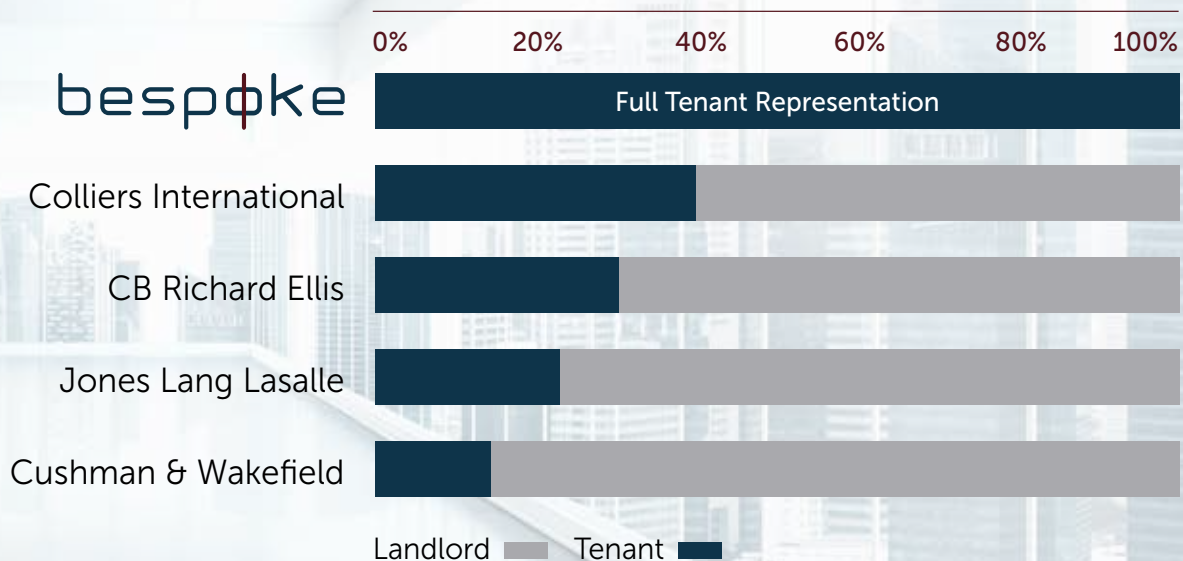
444 N. Michigan Avenue, #3470
Chicago, IL 60611

What Drives Us

Bespoke was created to disrupt the way Greater Chicago's privately-held businesses are served by the commercial real estate market. Most brokerage firms represent both you and your landlord, and want you to think that's OK — It is not.

Poorly negotiated and/or unnecessarily large deals place a burden on organizations that impact their ability to serve new business, hire new employees, or simply generate profits. At Bespoke, we make it possible for business leaders to access executive commercial real estate resources that deliver the best deal today and is customized to fit your goals for the future.

Because we do not own, manage, or lease real estate assets, we bring a level of transparency and objectivity few firms can match.



"As a newly-formed law firm, we needed a nimble, pro-active, and aggressive advocate to help us find space in the Chicago Loop. Bespoke stepped up and delivered. They provided comprehensive listings of potential spaces to fit our needs. When it came time to negotiate our lease, followed shortly thereafter by the renegotiation for our expansion, Bespoke led the way, always aware of and guided by who we are and what we needed."

Mark Smith | Founding Partner - Smith Blake Hill

A Full Suite of Custom Commercial Real Estate Solutions

Renewal & Relocation Evaluation:

Whether you are looking to renegotiate a current lease or relocate to and lease a new facility, Bespoke outlines all risks and market factors associated with relocation or lease renewal, and creates a strategy to leverage the best deal possible.

Occupancy Analysis & Planning:

We work closely with you to understand your growth estimates and combine that data with our market expertise and recent trends to reach the right solution. This allows for your growth while minimizing current and long-term occupancy costs.

Market & Financial Analysis:

Our custom detailed analysis includes financial and non-financial factors that will affect your decision. Bespoke provides you with the required information to understand the critical elements of each option, build consensus and reach an optimal solution.

Lease Negotiation & Documentation:

From the start of a real estate plan through lease documentation, we offer the technical expertise to achieve the best economic lease results. Our individual client focus identifies and protects you from potential real estate risks associated with your deal.

Strategic Partnership:

Bespoke has a wide network of professionals to handle your project. Our strategic partners insulate you from cost over runs, scheduling issues and all other risks associated with building out or renovating a space. to focus on your next business initiative.

Post Occupancy Services:

Our relationship is a long-term partnership that extends well beyond signing the lease. We prepare lease abstracts, monitor critical dates and perform ongoing follow-up to make you aware of all the lease elements and potential effects of changes to market conditions.

Acquisition/Disposition:

From developing a strategy and conducting market research to performing due diligence and preparing to close, our customized approach is focused on creating a successful acquisition or disposition, allowing you to focus on your next business initiative.

Your Real Estate Should Be a Strategic Asset

As your trusted business advocate, we evaluate various factors to transform your real estate into a strategic asset.

Culture:

Real estate is a down payment on culture; it shapes the perceptions that all team members and customers have of your organization. We work closely with you to make sure your workplace conveys the right image about your business, encouraging a culture that improves recruiting and retention of clients and employees.

Flexibility:

Choosing a flexible space is important as business objectives often change. We utilize our extensive network and market knowledge to find an adaptable solution that addresses your business goals for today and for the future.

Technology:

Because more and more organizations are dependent on technology, the proper building and space must include the infrastructure necessary to support new platforms. We understand your business and make sure your space can accommodate the latest advances in technology.

Profitability:

With real estate being one of the largest operating expenses for most organizations, reducing occupancy costs can have a significant impact on the bottom line. We perform extensive financial analysis and employ effective negotiation to maximize your profit potential.

"One conversation with the team at Bespoke opened my eyes to several overlooked operational needs of my business, which prompted my decision to upgrade my firm's office space. Bespoke led me to the right space, and their expertise saved time and money through the entire search, negotiate, fund, and move process."

Scott Christiansen | CEO – Root3 Marketing

Executive Leadership



Peter Billmeyer

Co-Founder/Managing Principal

As Co-Founder and Managing Principal, Peter Billmeyer, SIOR prides himself on business development and creative problem solving to continually drive value for clients.

peter@bespokecre.com



Victor Sanmiguel

Co-Founder/Chief Deal Officer

Victor Sanmiguel, Co-Founder and Chief Deal Officer, focuses on creating custom real estate solutions to reduce occupancy costs for private companies and non-profits in all areas of business.

victor@bespokecre.com



Bill Lussow

Principal

Bill Lussow advises business owners, executives, and organizations on strategic real estate solutions to improve their company's effectiveness.

bill@bespokecre.com



Emily Smith

Vice President

Emily Smith assists privately-held companies and nonprofits with their overall real estate strategy to achieve highly aggressive terms and great flexibility.

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Steve Rasiarmos

Vice President

Steve Rasiarmos focuses on understanding the unique needs of each client and offering strategic solutions that improve their businesses beyond the scope of a single project.

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THE BESPOKE WAY

We bring all transaction vendors
TOGETHER WITH CLIENTS
prior to negotiations to
STRATEGICALLY DEVISE
how space improvement dollars
will be spent.

By making decisions **TOGETHER,**
WE ENSURE OPTIMAL OUTCOMES.

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