



bespoke

commercial real estate

————— *your down payment on culture*

# bespoke

adj. Custom-made, made to individual order

**Expertise** to identify your needs and customize solutions

**Experience** to anticipate alterations as you grow

**Tailored**, attentive customer service

“ A Bespoke Solution is Always Strategic,  
Never Transactional ”





# 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.

## We Believe:

Business leaders deserve the ongoing counsel and deep expertise of an objective real estate partner dedicated solely to their success.

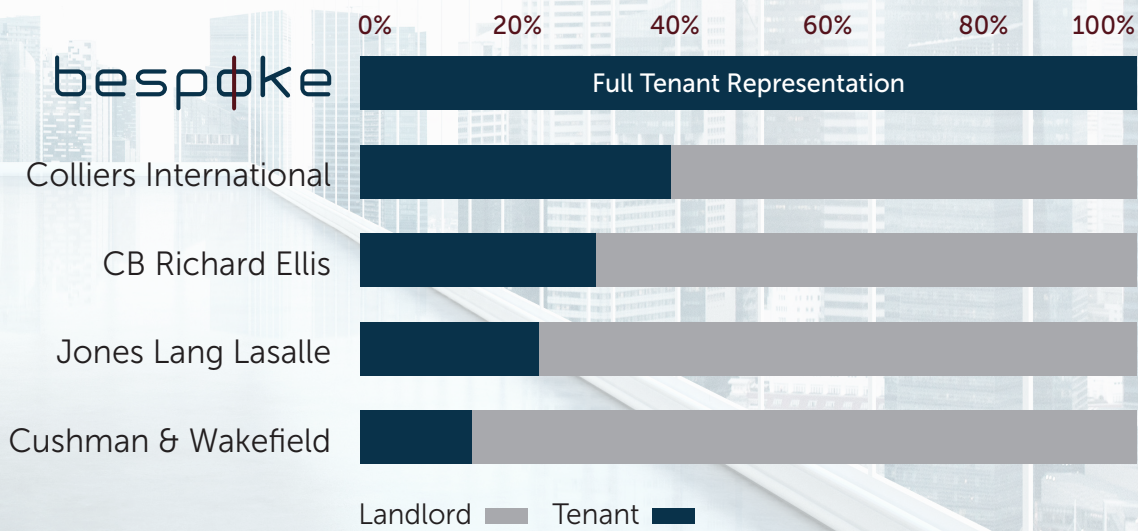
It is a conflict of interest for real estate firms to represent both tenants and landlords. That practice often means negotiations stop short of the best deal for privately-held companies and non-profit organizations.

Our experience in operating our own privately-held business helps us contribute optimally to yours, resulting in long-term value and a mutually-rewarding relationship.

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

# We Advocate Solely for Business Owners

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



# THE BESPOKE WAY

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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.**

bespøke



## Serving the Current & Future Needs of Chicago-based Private Businesses

Bespoke specializes in creating value for privately-held organizations. Leveraging deep market knowledge and experience, we find, negotiate, finalize and extend custom real estate solutions that optimally meet clients' strategic and financial needs, both for today and into the future.

Unlike many firms, Bespoke advocates solely for the business success of clients, while earning respect from building owners/management along the way. Serving a diverse group of business leaders, we provide resourceful problem solving and skilled negotiation, along with ongoing strategic counsel to add value for clients long after a lease is inked.

Bespoke founders, industry experts Victor Sanmiguel and Peter Billmeyer, are personally involved in every client engagement and passionately focused on delivering quality service and superior results. We are real estate specialists and also peers, growing and operating our own business.



# 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.



Renewal &  
Relocation Evaluation

Market &  
Financial Analysis

Occupancy Analysis  
& Planning



## 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.

Acquisition/Disposition

Post Occupancy Services

Lease Negotiation  
& Documentation

Strategic Partnership





## **Bespoke Is NOT...**

Expensive | Transactional | Inaccessible  
Cookie-Cutter | Conflicted | Exclusive



## Bespoke Is NOT...

### **Expensive:**

All fees are paid by building owners/landlords.

### **Transactional:**

Bespoke is built on quality relationships – not quantity transactions. We value long-term relationships and grow through referrals driven by work well done.

### **Inaccessible:**

Bespoke is flat. Access to leadership is a call, text, or email away. We develop strong personal relationships at every level of the organization.

### **Cookie-Cutter:**

We fully understand a client's industry and business goals before recommending a customized solution.

### **Conflicted:**

We work only with business leaders – never landlords/building owners.

### **Exclusive:**

We work with businesses in every industry, in every part of the Chicago area, looking for any class of office space from basic to opulent.



## Core Values

Strategic | Passionate | Proactive  
Resourceful | Integrity | Entrepreneurial



# Core Values

## Strategic:

Real estate is more than space for desks and chairs. It is recruiting and retention, it is sales, it is raising funds, it is growth. A Bespoke solution is always strategic rather than transactional.

## Passionate:

Our team is furious with the way private businesses and non-profits are traditionally served, and is passionate about delivering a solution that meets all their business needs at the right price.

## Proactive:

Our team, led by Bespoke executive leadership, is always ahead of issues, communicative, resilient and responsive.

## Resourceful:

Bespoke's executive team has developed a strong network of business leaders and battle-tested advisors. They will continually drive valuable business relationships post-transaction.

## Integrity:

Bespoke is built on trust earned over decades in the business. Our clients know we'll always do the right thing, even when no one is looking.

## Entrepreneurial:

Our team shares an entrepreneurial mindset and because of that, we make the most of every opportunity, we are resilient, and we bring a relentless drive to everything we do.

# 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.



## 5 Things We Want Clients to Know

1. Our goal is to help your business thrive. Bespoke works with clients who want more than transactional support – they value our deep business and real estate expertise, quality service and long-term relationships.
2. We provide short- and long-term value beyond what you and your internal team could realize on your own. Not only does Bespoke save time for business owners, but we also create and negotiate solutions that are strategically advantageous and financially efficient.
3. Bespoke never represents landlords. By eliminating conflict, we deliver solutions that meet all your business needs at the right price. Landlords like working with us because they know we've done the research that makes our clients a great fit for their location.
4. Bespoke executive leaders are involved in every deal – always. Their experience is key to delivering custom real estate solutions that will help drive your business success.
5. You can trust us as a long-term partner who continues to think and act on your behalf, making useful connections, raising timely questions and opportunities, and helping you achieve business goals. At Bespoke there is no such thing as post-deal.

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