



INDUSTRIAL

OFFICE

THE GUIDE

# To Finding A Perfect Real Estate Fit

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WAY BETTER THAN A BROKER.™



# In an increasingly cookie cutter world, WE ARE BESPOKE.

TRADITIONAL BROKERAGE FIRMS ARE BUILT TO SERVE A VERY SMALL NUMBER OF VERY BIG COMPANIES. THEY AREN'T AS FOCUSED ON THE HUNDREDS OF PRIVATE BUSINESSES WHO CAN BE LEFT WITHOUT A STRATEGIC BUSINESS PARTNER. IN ADDITION, AND MAYBE EVEN MORE IMPORTANT, THERE ARE THE CONFLICTS OF INTEREST CREATED BY BROKERAGES WHO REPRESENT BOTH THE TENANT AND THE LANDLORD. THIS INCENTIVIZES ADVISORS TO RECOMMEND DEALS OR PROPERTIES WHICH MAY NOT BE THE RIGHT FIT FOR PRIVATE BUSINESSES OR NON-PROFITS.

WE PROVIDE TAILORED COMMERCIAL REAL ESTATE SOLUTIONS TO CHICAGO ENTREPRENEURS. WE ARE NOT A BROKER. BROKERS OFTEN REPRESENT TENANTS AND LANDLORDS.

BECAUSE WE REPRESENT YOU AND ONLY YOU, WE'RE ABLE TO AGGRESSIVELY ADVANCE AND PROTECT YOUR INTERESTS WITHOUT CONFLICT OR COMPLEXITY. WE ARE ENTREPRENEURS, NOT OVERPAID REAL ESTATE EXECUTIVES. WE OUTTHINK AND OUTHUSTLE THE COMPETITION BECAUSE THAT'S HOW WE'RE MADE AND WHAT'S WHAT IT TAKES TO WIN. WE ARE NOT LIKE ANY OTHER CHICAGO REAL ESTATE FIRM. IN AN INDUSTRY WHERE CLIENTS ARE TOO OFTEN TREATED LIKE ACCOUNTS INSTEAD OF PARTNERS, WE ARE BESPOKE.



# Real Estate is your Down Payment on Culture™

REAL ESTATE IS MORE THAN SPACE FOR DESKS AND CHAIRS. STRATEGICALLY IT SHOULD ATTRACT AND RETAIN TOP TALENT, AID IN SALES AND FUND-RAISING, AND ACCOMMODATE AND FOSTER GROWTH. REAL ESTATE PLAYS A VITAL ROLE IN THE SUCCESS OF A BUSINESS WHEN IT'S TIGHTLY ALIGNED WITH A COMPANY'S MISSION AND CULTURE. WHEN THE RIGHT REAL ESTATE DECISIONS ARE MADE, BUSINESSES THRIVE.

IN ADDITION TO THE POSITIVE EFFECTS REAL ESTATE CAN HAVE ON AN ORGANIZATION, IT'S ALSO ONE OF THE LARGEST OPERATING EXPENSES, WHICH EMPHASIZES THE IMPORTANCE OF WORKING WITH A REAL ESTATE PARTNER WHO CAN FIND THE RIGHT FIT FOR TODAY AND BEYOND. THROUGH BESPOKE'S UNIQUE METHODOLOGY—WHAT WE CALL "THE BESPOKE WAY"—WE FULLY

UNDERSTAND YOUR CURRENT REAL ESTATE NEEDS AND ANTICIPATE HOW THEY HAVE TO ADAPT FOR THE FUTURE.

BESPOKE IS FOCUSED ON MAKING YOUR SPACE A KEY COMPONENT OF YOUR BUSINESS DEVELOPMENT STRATEGY. WE PROVIDE INNOVATIVE PROBLEM SOLVING AND SKILLED NEGOTIATION TO DELIVER CUSTOMIZED REAL ESTATE SOLUTIONS THAT ARE ALWAYS STRATEGIC RATHER THAN PURELY TRANSACTIONAL.

**IT'S THE BESPOKE WAY.**

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# Our Comprehensive Approach

IT ALL STARTS WITH UNDERSTANDING YOUR VISION AND BUSINESS GOALS.

## DEVELOP CUSTOM STRATEGY

FIRST, WE ENSURE A NEW LEASE WILL ALIGN WITH YOUR LONG-TERM STRATEGY BY UNDERSTANDING YOUR PRIORITIES, CULTURE, IMAGE, AND FORECASTS AND HOW THEY IMPACT YOUR PROPERTY REQUIREMENTS. HOW DO WE DO THAT?

ASK GOOD QUESTIONS. LISTEN ACTIVELY. THEN ASK MORE GOOD QUESTIONS.

IF YOUR REVENUE INCREASES OR DECREASES, HOW COULD IT AFFECT YOUR SPACE NEEDS? HAVE YOUR SPACE NEEDS REMAINED RELATIVELY CONSISTENT OVER THE PAST SEVERAL YEARS OR HAVE THEY FLUCTUATED? WHAT SPACES HAVE YOU EXPERIENCED THAT YOU LOVED OR THAT LEFT YOU UNINSPIRED? THERE CAN NEVER BE TOO MANY GOOD QUESTIONS.

ONCE WE ASK AND ANSWER, WE'RE ABLE TO EVALUATE REQUIREMENTS SUCH AS SPACE SIZE, UTILIZATION, FLEXIBILITY TO ACCOMMODATE GROWTH, IMAGE OF BUILDING, TIMING, AND LOCATION. IT HELPS LEAD US TO THE INSIGHTS WE NEED TO DEVELOP SOLUTIONS THAT UNIQUELY WORK FOR YOU.

## CONDUCT IN-DEPTH MARKET RESEARCH

TO MAKE SURE THE IDENTIFIED SOLUTIONS TRULY ARE BEST FOR YOU AND YOUR NEEDS, WE PREPARE AND REVIEW A CUSTOMIZED MARKET SURVEY.

WE PROVIDE A TRUE COMPARISON OF LOCATIONS TO ENSURE THE RIGHT REAL ESTATE FIT. SINCE EXPENSE COMPONENTS DIFFER FROM ONE FACILITY TO ANOTHER, OUR TEAM PERFORMS AN IN-DEPTH ANALYSIS TO UNCOVER ANY HIDDEN EXPENSES THAT MAY DRAMATICALLY IMPACT OCCUPANCY COSTS.

WE ACTIVELY MONITOR THE MARKET FOR VIABLE OPTIONS, WHILE ALSO USING THE BESPOKE NETWORK TO SEARCH FOR UNLISTED OPPORTUNITIES. ONCE WE HAVE COMPILED A COMPREHENSIVE OPTIONS PACKAGE, WE COLLABORATE WITH YOU ON THE BEST PART: **FINDING YOUR OPTIMAL SPACE.**

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# Entrepreneurial to the Core

## SPACE PLANNING

EVEN IN THIS LAST, MOST ACTIVE PHASE, WE STILL PERFORM THE NECESSARY DILIGENCE AND CREATE OPTIONS TO MAKE SURE YOU FIND YOUR IDEAL PROPERTY. WE'LL TOUR SELECTED SITES WITH YOU AND HELP NARROW DOWN THE SEARCH TO YOUR TOP THREE LOCATIONS. OUR DESIGN PARTNERS WILL THEN PROVIDE PRELIMINARY SPACE PLANS SO YOU CAN VISUALLY COMPARE THE ADVANTAGES AND DISADVANTAGES OF EACH OPTION.

TOGETHER WE'LL SELECT THE IDEAL PROPERTY, COMBINING AN ANALYSIS OF REALISTIC BUDGETS AND OCCUPANCY COSTS IN TERMS OF CURRENT NEEDS AND FUTURE GROWTH, DESIRED EFFICIENCIES, AMENITIES, AND GEOGRAPHIC LOCATION.

TO SCHEDULE YOUR  
CUSTOM REAL ESTATE FITTING,  
CONTACT PETER BILLMEYER  
AT 312.635.1224  
OR VISIT [WWW.BESPOKECRE.COM](http://WWW.BESPOKECRE.COM)

## BESPOKE IS COMMITTED TO BEING YOUR LONG-TERM PARTNER.

FINDING THE PERFECT REAL ESTATE FIT IS JUST THE BEGINNING. WE'LL CONTINUE TO MAKE USEFUL CONNECTIONS, RAISE TIMELY OPPORTUNITIES, AND HELP YOU ACHIEVE BUSINESS GOALS. WE NEVER STOP ADVOCATING ON YOUR BEHALF, FROM NEGOTIATING AND CLOSING, TO ANY POST-OCCUPANCY NEEDS. THERE IS NO SUCH THING AS POST DEAL AT BESPOKE.

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. OUR GOAL IS TO HELP YOUR BUSINESS THRIVE.  
**THAT'S THE BESPOKE WAY.**

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