

# C.W. Moore Plaza Case Study



## SIGNIFICANT ACCOMPLISHMENTS:

- 35,000 SF of office space in the downtown core, leased within an 18 month period.
- 100% occupancy in downtown Boise - one of only a couple of buildings to enjoy that occupancy rate.
- A targeted marketing approach, full-service team and different pricing strategy resulted in a full building.

Three years ago, despite a flourishing local business climate, downtown Boise's office buildings were hit with a vacancy problem. Several major companies like Microsoft and Idaho Power relocated, leaving building owners with over 50,000 sq. ft. of empty office space.

C.W. Moore Plaza, one of the downtown core's key office buildings, witnessed the departure of one large tenant who left a vacancy of more than 30,000 sq. ft., almost one-third of the building's total space. Eighteen months later, the building is once again fully occupied, a rarity in the competitive downtown submarket where the vacancy rate remains over 7 percent. Pat Shalz and Karena Gilbert, represented the building and used a unique strategy which focused on the property's professional management, with great results.

The property's leasing team focused specifically on software and design companies, and with that strategy had a continuous stream of tenant tours. Shalz and Gilbert also had an entire team on hand throughout the leasing process, including the property's on-site management team of Rebecca Ward and as Trisha McCurdy who could speak knowledgeably about amenities, parking, technology, safety systems and maintenance protocol. Prospective tenants were offered an opportunity to speak directly with the individuals who would address any issues with their space.

The management team worked closely with an architect, attorney, space planner, contractor and IT specialist even before there was a letter of intent or an agreement to lease.