



DIAMOND COMICS

Corporate Client

www.diamondcomics.com

PROJECT OVERVIEW: TENANT REPRESENTATION

The Advisory Services Group was engaged on April 27, 2017, to represent Diamond Comics to identify space for its affiliated company, Alliance Games Distributors. Due to an impending acquisition, Diamond Comics needed to open a sales support office in the Minneapolis-St. Paul metropolitan area by July 1, 2017.

BUILDING

Winsor Office Park
1935 West County Road B-2
Roseville, MN 55113

SQUARE FOOTAGE

2,837 SF

SERVICES

- Site Selection
- Lease Negotiations

APPROACH

- Diamond Comics wanted to focus on properties located within the City of Roseville due to their familiarity with the area; further, they wanted a short-term lease.
- Conducted a market search, evaluated 20 properties, and toured 4 of these properties.
- Issued a request for proposal to 3 properties.

RESULTS

- A three-year lease was executed at Winsor Office Plaza on May 25, 2017, to commence on July 1, 2017, thus successfully meeting Diamond Comics' deadline within 30 days of commencing the assignment.
- Through negotiations, achieved a rental rate reduction of \$1.00 per square foot off the initial proposal, for a total value of \$8,500 over the term.