

The more you know...

Rent should not always be the main reason for moving!

In addition to BASE RENT, there are numerous other factors, both tangible and intangible, that should be taken into consideration when facing a decision to renew-in-place or to relocate. We have summarized a few of them for your review. If you have a few of your own, please email us as we would like to pass them along to our reader base.

(Not necessarily listed in any order of priority)

- Determine ability to grow the business because of space/location issues -
 - Is expansion potential defined and achievable in new vs. existing space? -
 - Ascertain any client/customer impact as a result of move -
 - Is a relocation consistent with short and long-range operational plans? -
 - Projected staff loss/turnover as a result of move? Perform employee demographics? -
 - Is business image improved; marketing impact of new location -
 - Weigh potential to improve market share; do demographics on competition -
 - Any Federal, State, Municipal tax benefits on capital expenditures/employee training -
 - Access to highway, shopping, eating, lodging, recreation amenities improved/reduced -
- Estimate start-up/one-time expenses of moving; i.e., physical, phone/cable installation; stationery and all related changes; downtime during packing, move and unpack; press announcements and open houses; etc.; \$ 5.00 - \$ 8.00 p.s.f. -
- Don't forget those overall gut feelings -

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