



May 16, 2017

PROPOSAL FOR  
**LEASING & MARKETING SERVICES**

**SPECTRUM**  
TECHNOLOGY CAMPUS

2050 Spectrum Boulevard  
Fort Lauderdale, Florida 33309

PREPARED FOR  
Sheldon E. Gross  
**RCR INVESTMENTS, LLC**

*DELIVERING  
**CREATIVE & STRATEGIC**  
SOLUTIONS THAT WORK.*







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## Introduction

Cushman & Wakefield is pleased to present **RCR Investments, LLC** with the following proposal for leasing and marketing services at **Spectrum Technology Campus**. We are proud of the results that our team has consistently delivered throughout Broward County and welcome this opportunity to demonstrate the ways we plan on strengthening the perception of this asset and re-introduce Spectrum Technology Campus to the market.

Broward County features several large contiguous block alternatives, and in this competitive environment, securing the most talented team to represent you is paramount.

We believe there is no group more qualified or experienced to ensure that this asset is properly positioned and proactively marketed in order to maximize exposure to prospective tenants. Our team is truly excited about providing you with our local expertise and marketing techniques along with Cushman & Wakefield's considerable global reach to increase your property's income and maximize the value of **Spectrum Technology Campus**. We look forward to a continued successful partnership.

We look forward to meeting you to discuss our leasing services in greater detail.

**Deanna Lobinsky**  
Executive Director

**Katherine Ridgway**  
Director

**Travis Herring**  
Executive Director

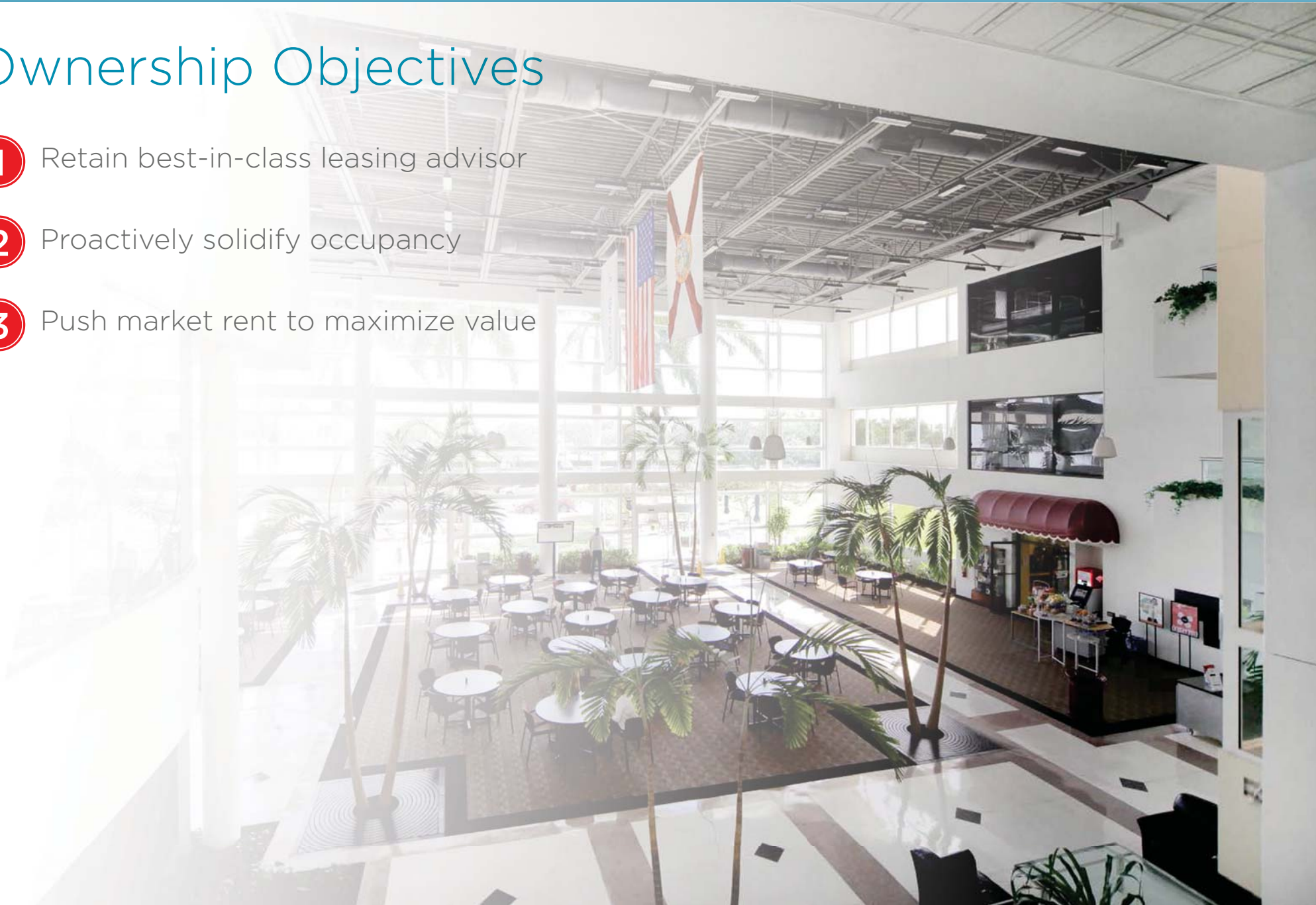
**Chase Kulp**  
Associate



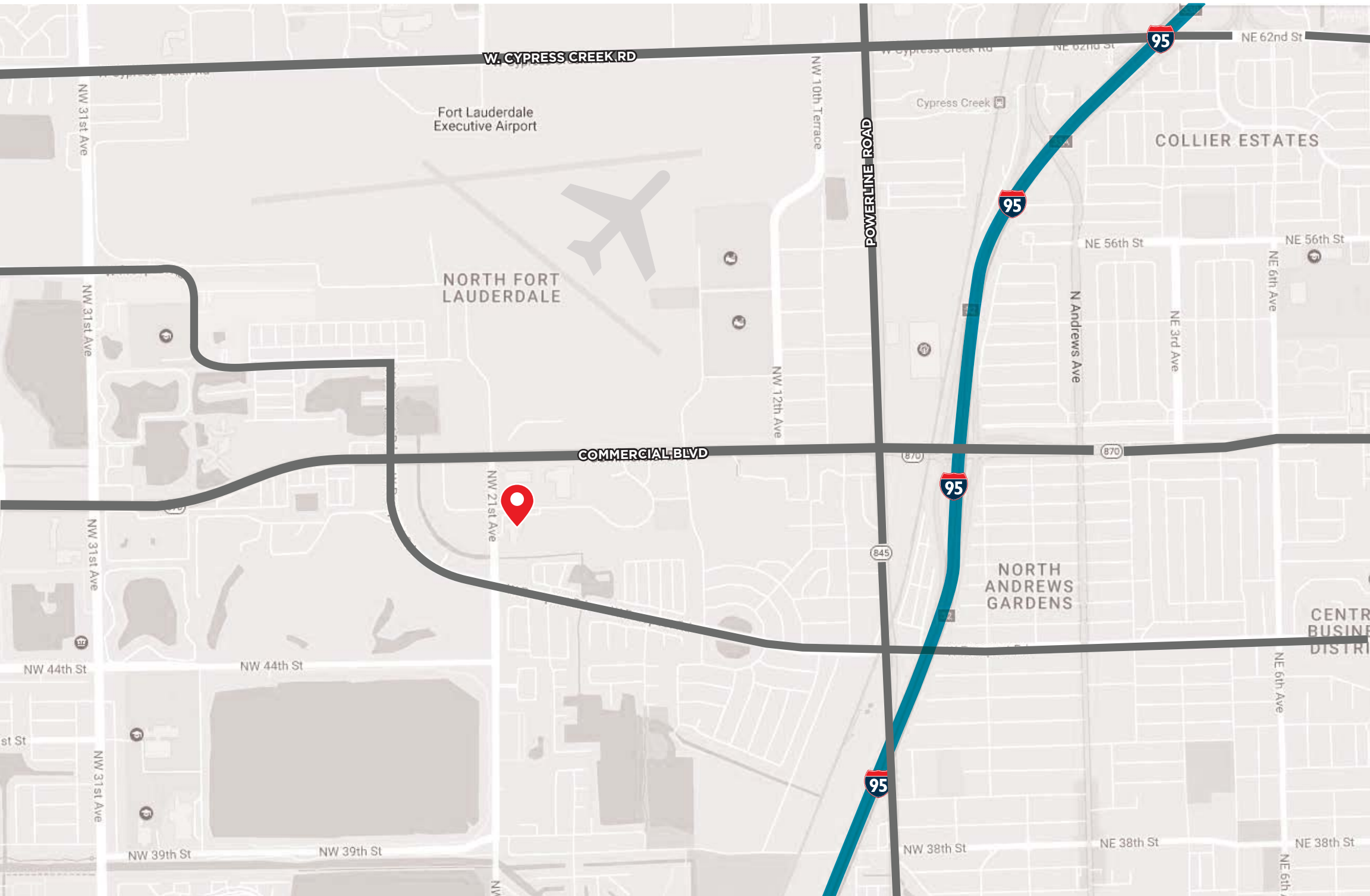


# Ownership Objectives

- 1 Retain best-in-class leasing advisor
- 2 Proactively solidify occupancy
- 3 Push market rent to maximize value



# SPECTRUM TECHNOLOGY CAMPUS







# Dedicated Team

**COMMITTED PARTNERS. STRATEGIC  
TEAMING. EXCEPTIONAL RESULTS.**

**Systematically Combining Experience with Process to Meet  
Objectives and Exceed Expectations.**



**NOT JUST A BROKER**

**RCR INVESTMENTS, LLC WILL HAVE A HIGHLY EXPERIENCED, SOPHISTICATED TEAM.**

## Dedicated Team

Cushman & Wakefield has committed our most dynamic leasing team to represent RCR Investments, LLC in the leasing and marketing of Spectrum Technology Campus. We have assembled a very seasoned team of professionals that have nearly six decades of combined experience and an impeccable reputation among both landlords and tenants. But more importantly, the team has consistently produced results.

The backbone of leasing success is the ability to recruit and secure new target tenants. We strongly encourage you to compare our leasing history and our best-in-class level of client service against any other potential brokerage team.



**Team Co-Leader**  
**Travis Herring**  
Executive Director

### 18 Years Experience

- Strategy
- Day-to-Day
- Large Tenant Pursuits
- Lease Negotiation
- Tours
- Senior Broker Relationships



# Dedicated Team



**Team Co-Leader**  
**Deanna Lobinsky**  
 Executive Director

- 24 Years Experience**
- Strategy
  - Lease Negotiation
  - Large Tenant Pursuits
  - Tours
  - Senior Broker Relationships



**Katherine Ridgway**  
 Director

- 13 Years Experience**
- Mid-level Broker Relationships
  - Proposal Generation
  - Cold Calling



**Chase Kulp**  
 Associate

- 3 Years Experience**
- Transaction Analysis
  - Mid-level Broker Relationships
  - Cold Calling

**1.8 MILLION SF LEASED IN THE PAST 18 MONTHS**

# Additional Support



**Larry Richey**  
 Florida Market Leader

- Oversees the State of Florida



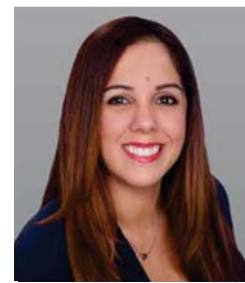
**Tim Rivers**  
 Florida Investor Service

- Provides integrated real estate solutions for clients



**Mike Davis**  
 Investment Sales

- Provide strategic guidance on lease to maximize value for future sale



**Jessica Lunsford**  
 Brokerage Coordinator

- Strategy & Execution
- Collateral
- Events



**Valerie Tatum**  
 Sr. Research Analyst

- Market research
- Analytical reporting
- Data quality assurance



**Jim McAleese**  
 Sr. Marketing Associate

- Marketing strategy, creative and brand management
- Concept, design & execution of custom marketing

# SPECTRUM TECHNOLOGY CAMPUS

## BROWARD COUNTY COVERED

SQUARE FEET  
LISTED

**3.2 Million**

MANPOWER

**Deanna Lobinsky  
Travis Herring  
Katherine Ridgway  
Chase Kulp**

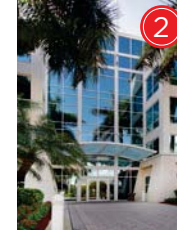
EXISTING  
PORTFOLIO

**92% Leased**

*Strategically located listings in major submarkets in South Florida enables the leasing team to know every tenant and major lease transaction in the market to ensure that leases are structured to accomplish maximum value for our clients.*



800 Fairway



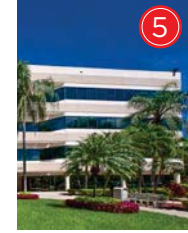
Weston Pointe



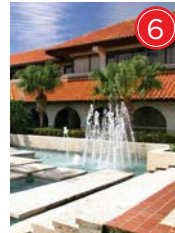
1 East Broward



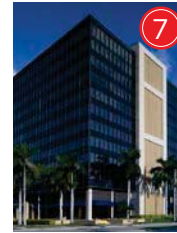
Sawgrass  
Lake Center



Venture  
Corporate Center



Sawgrass  
Technology Park



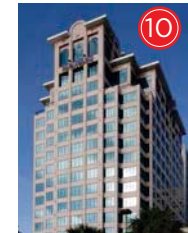
BayView  
Corporate Tower



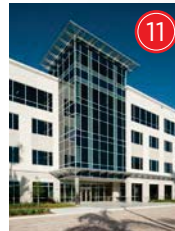
FedEx Building



Cornerstone  
One



SunTrust Center  
at Las Olas  
Square



Pembroke Pointe  
880





# Why Should RCR Investments, LLC Hire Our Team?

- Our team has completed more lease transactions in Broward County than any other brokerage team. We have successfully closed 97 leases in the past 18 months totaling 1,800,000 SF.
- Over the past 20 years, we have earned the trust and respect of the key tenant rep brokers in South Florida due to our stellar reputation and ability to navigate and close complex transactions.
- Strategically located listings in all major submarkets in Broward County enables the leasing team to know every tenant and major lease transaction in the market to ensure that leases are structured to accomplish maximum value for our clients.
- Our team has been dominant and produced results in the Broward office market for the past 15 years.
- The Leasing Team will leverage the resources of Cushman & Wakefield’s platform to ensure RCR Investments, LLC’s success. We have all aspects of the deal covered: market insight, strategic transactional advice, negotiation support, financial analysis, institutional sales (structure lease to maximize value for future sale), project management (TI and capital costs), property management (complex operating expense lease issues) and more.
- We have developed an unrivaled database which tracks lease expiration and lease comparables of all competitive properties which is an invaluable tool to our overall leasing success

Magic Leap	260,000 SF
Amsurg	220,000 SF
Royal Caribbean	128,540 SF
CHG	117,000 SF
AT&T	101,813 SF
Team Health	76,592 SF
Comcast	64,000 SF
Cross Country Home Services	51,000 SF
Abbott Labs	49,800 SF
Becker & Poliakoff	46,300 SF
Foxconn	43,977 SF
Fidelity Information Services	38,037 SF
Memorial Healthcare	36,000 SF
Silversea Cruises	33,028 SF
Department of Revenue	33,000 SF
Coldwell Banker	32,000 SF
All star Recruiting	29,309 SF
Kaplan College	28,000 SF
BB&T	26,500 SF
Quintarios, Prieto	24,855 SF
Regus (Sawgrass)	24,469 SF
Team Health	24,178 SF
JP Morgan Chase	23,000 SF
Sedgwick, Detert, et al	21,926 SF
Morgan Stanley Smith Barney	21,926 SF
GMed	20,750 SF
DHL	20,749 SF
Parlux Fragrances	20,000 SF
SunTrust	19,832 SF
McGlinchey Stafford	19,549 SF
Stearns Weaver	18,720 SF
Florida Community Bank	18,699 SF
Marsh USA	18,301 SF
Pearl Insurance Group	17,325 SF
USI Insurance	17,000 SF
Hinshaw & Culbertson	16,696 SF
Regus (Downtown)	16,500 SF
Ricoh Latin America, Inc.	15,524 SF
Apotex Corp	15,496 SF
Regus (Coral Springs)	15,474 SF

## UNMATCHED EXPERIENCE

MARKET MAKERS  

**1.8MSF**  
 IN THE PAST 18 MONTHS

AMSURG > 220,000 SF  

 > 260,000 SF

Amsurg and Magic Leap are the 2 largest Broward County Office Lease Transactions in the past 20 years.

## Testimonials



*"I recently completed the Amsurg lease transaction with the Lobinsky/Herring/Ridgway team at Plantation Pointe. While the deal was quite complex and the largest in Broward County in over a decade, it was a breath of fresh air to work with such a sophisticated group of brokers. They are very detail oriented, creative and think outside of the box to ultimately structure a mutually beneficial transaction."*

**Jon Bourbeau** | Vice Chairman  
Newmark Grubb Knight Frank



*I have been working on deals with Deanna and Travis for many years. They are not only one of the longest tenured partnerships in South Florida, they are well respected and well known in this market. If an owner was looking for my opinion on who to hire to represent them, I would recommend Deanna and Travis. Their level of service and market knowledge is unparalleled. Although tough negotiators they negotiate in a respectful way and communicate with evidence to support their market position.*

**Barbara Liberatore Black** | Managing Principal  
Cresa



*This leasing team adds value - literally. In a very short period of time, they drove occupancy to levels that far exceed the competition and they increased rents by nearly 30%. Their market knowledge is impressive and their tenant rep relationships are deep. Their ownership mentality is refreshing in today's real estate environment.*

**Tom Kirby** | Senior Director  
CBRE Global Investors



*We're tremendously grateful for this leasing teams diligence, passion and hard work. It's an understatement to say that they played an instrumental role in helping us lease approximately 500,000 SF over the past 6 months. It was a herculean task yet they executed calmly and flawlessly.*

**Michael K. Burns** | President & CEO  
Torburn Partners



# Case Study

## Plantation Pointe

Plantation, Florida

### Challenge

Plantation Pointe was a single tenant, 900,000 sq. ft., specialty campus for Motorola consisting of five buildings plus a vacant daycare building. Torburn Partners completed a purchase of the Property in October 2013 whereupon Motorola would downsize to approximately 680,000 sq. ft. within three of the five buildings. The leasing team of Lobinsky, Herring and Ridgway was awarded the leasing assignment to specifically market two buildings totaling 220,000 sq. ft.

The Landlord had a strong preference to secure single tenant users for each building. The team was challenged with a thin market of large corporate users, and the economy was slowly recovering from the 2008 market crash.

### Solution

In spite of market conditions, Team Lobinsky, Herring and Ridgway got creative and aggressive in their marketing and re-branding efforts and sought out non-traditional uses to backfill the daycare building. The Team worked closely with the city of Plantation to obtain a variance in zoning and their first lease was consummated with an outpatient facility for Baptist Health in the former day care building on the perimeter of the campus. We were able to obtain rates double that of what were included in Landlord’s proforma. Shortly after that transaction was finalized, Team Lobinsky and Herring was able to attract a 2 building user consisting of 220,000 SF which was the largest office lease transaction in Broward County in more than 20 years. Additionally, the leasing team was able to generate serious interest from multiple large users to create leverage and obtain the highest economic terms for the Landlord.

Immediately following our efforts to lease the property to 100%, we learned that a division of Motorola was being sold and that they would be vacating a 260,000 sq. ft. building. Within 60-days, we were able to sign a lease with Magic Leap for the entire building. Magic Leap occupied and began paying rent without one day of downtime for the Landlord.

### Results

Due to the exposure that was created for the campus through the team’s very aggressive efforts and partnership with Torburn Partners, the campus is now 100% leased and a stabilized asset with long term leases. The campus of approximately 900,000 SF is comprised of only 4 tenants, all of which are major credit corporations.



### QUICK FACTS

- 900,000 SF campus (5 buildings) in Plantation, FL
- Team Lobinsky, Herring & Ridgway were hired at 75% occupancy
- Within twelve months, Team Lobinsky, Herring & Ridgway brought occupancy to 100%

### SERVICES

- Agency Leasing
- Deanna Lobinsky, Travis Herring, Katherine Ridgway

## Case Study

### Weston Corporate Centre I&II

Weston, Florida

#### Challenge

The leasing team of Lobinsky, Herring & Ridgway were hired by Blackrock Realty mid 2011 to lease and market Weston Corporate Centre I & II. At the time of hiring, the property had a direct vacancy rate of 35% and had another 10% of existing tenancy either in default or in the process of closing their office in Weston. Thus, the true vacancy was 45%. At the same time, due to an economic recession, the Southwest Broward Office Submarket was in an all time high vacancy rate of 29%.

#### Solution

The team implemented a proactive marketing campaign targeted towards both prospective tenants and brokers to generate interest in the property. This included a door to door canvassing blitz as well as a road show to major brokerage offices to provide details of the property and vacancy information. The marketing efforts included strategic recommendations to the Landlord to make necessary improvements to vacancies in order to make them more visually appealing. Additionally, the team was able to implement, with the assistance of the Landlord, a same day response program which included responding to inquires and proposals the same day. All of the above were critical components to the overall leasing success.

#### Results

Despite challenging market conditions, the team was able to secure new leases for the property to take it from 55% leased to 85% leased in less than a three year period. Shortly thereafter the property was solidified at 100% occupancy. The leasing team focused on driving rental rates, varying lease terms for the asset and being selective in their pursuit of tenants to secure a strong mix of nationally recognized tenants, including Boston Scientific, DHL, Raymond James, Ricoh, Wells Fargo. The property sold in 2015 for approximately \$315 PSF, one of the highest PSF rates in the suburbs to date.



#### CLIENT

- Two, Class A suburban office buildings totaling 148,591 RSF
- 2500 Weston Road and 2700 South Commerce Parkway, Weston, Florida
- 55% Leased at beging of assignment, Team Lobinsky, Herring, Ridgway increased to 100%

#### SERVICES

- Agency Landlord Representation
- Deanna Lobinsky, Travis Herring and Katherine Ridgway



# Case Study

## 1 East Broward

Fort Lauderdale, Florida

### Challenge

After purchasing the distressed property at 45% occupancy and in an extremely depressed market, owners GLP hired Team Lobinsky, Herring and Ridgway to help revitalize and re-brand the 19-story high-rise building known as One East Broward. With overall vacancy rates hovering at just 32% in competitive properties, GLP relied heavily on the Teams guidance to help make targeted capital improvements and to find the right tenants as quickly as possible.

### Solution

Through an aggressive direct marketing campaign, Team Lobinsky, Herring and Ridgway was able to generate interest in what the market perceived as a stale property past its prime. The team leveraged their existing relationships to lend credibility to the asset and its new owners, and they quickly began building leasing momentum.

One of the most evident examples of the team’s persistence was its dogged pursuit of the highly successful law firm Becker & Poliakoff, a multi-practice law firm with more than 150 attorneys. Becker had been reluctant to even consider moving to downtown Fort Lauderdale, but the team continued to communicate the key benefits of One East Broward, its location, and the new ownership group to the company’s decision-makers. As a result of their efforts, the firm recently signed on for 46,000 square feet at the building.

### Results

After reaching out to key target clients across the State of Florida and to their colleagues, the team was able to execute nearly 175,000 SF of leases, including 125,000 SF new deals. The team also focused on leasing to higher-profile, well-respected companies, to help increase revenue reliability and the value of the property.



### QUICK FACTS

- 340,000 SF office building in downtown Fort Lauderdale
- Team Lobinsky, Herring & Ridgway was hired at 45% occupancy
- Within two years, the Team brought occupancy to 91%

### SERVICES

- Agency Leasing  
Deanna Lobinsky, Travis Herring and Katherine Ridgway

## Case Study

### Heron Bay Corporate Campus I & II

Coral Springs, Florida

#### Challenge

The Heron Bay Corporate Campus buildings were purchased by Ivy Realty Services out of foreclosure in August 2011. At the time, Ivy Realty Services had limited exposure in South Florida, and this was their first office purchase in Broward County. The assets were 32% leased when Team Lobinsky, Herring and Ridgway was awarded the leasing assignment.

The team faced an extremely depressed Coral Springs economy with a very shallow tenant pool. The vacancy rate was 29.68% at the time of purchase and has since climbed to 35.12% (December 2014). Adding to the difficulty, the buildings were not located within a traditional submarket, which made securing qualified tenants even more challenging.

#### Solution

Through an aggressive and creative marketing campaign, the team of Deanna Lobinsky, Travis Herring and Katherine Ridgway were able to generate substantial interest in the assets despite the extremely challenging leasing environment. The team was able to leverage their existing relationships on behalf of the client due in large part to their impeccable reputation and track record of success in the market. No other brokerage team in Broward County has been able to match their results. By partnering with Ivy Realty Services and by accessing their network across Florida, Lobinsky, Herring and Ridgway created excitement amongst target tenants and quickly increased the number of potential occupants for the owners to choose from.

#### Results

In just over thirty-six months, the team was able to lease more than 70,000 square feet, increasing the occupancy level from 32% to 100%.

As a result of this incredible turnaround, the property increased in value from \$10,850,000 to \$20,000,000.



#### QUICK FACTS

- Class A suburban office space totaling 90,000 SF
- 11555 & 11575 Heron Bay Boulevard, Coral Springs, FL
- 32% occupancy at purchase, Team of Lobinsky, Herring & Ridgway increased to 100% in just over 36 months

#### SERVICES

- Agency (Landlord) Representation
- Deanna Lobinsky, Travis Herring and Katherine Ridgway



A blurred background image of a business meeting. Several people in professional attire are gathered around a table, looking at documents. In the foreground, there is a white mesh pen holder with several yellow and white pens. The overall scene is brightly lit, suggesting an office environment.

# Leasing Strategy

## POSITION. PROMOTE. EXCITE

Cushman & Wakefield will position the Spectrum Technology Campus portfolio to meet current demand and prepare it for the future to ensure no opportunities are missed and maximum ROI is achieved.

A close-up, slightly blurred view of business documents on a desk. A pair of black-rimmed glasses is resting on the papers. One document features a bar chart with blue bars and a red line graph overlaid. The text 'GLOBAL' is visible on one of the documents.

## Action Plan

Our team has developed a very effective four pronged approach to marketing which is outlines below

### Tenacity

We will aggressively pursue all tenants whose leases expire within the next 12-24 months in Broward County.

- Direct calls to Tenants utilizing extensive team database
- Direct calls to Tenant's broker representative
- Spectrum Technology Campus branding campaign to tenants and brokers

### Tenant & Brokers

(Electronic and Mail)

- Unsolicited proposals to tenant's where applicable
- Host intimate lunches and dinners with key tenant representation brokers

### Responsiveness

"Every call will be returned the *Same Day* and every showing will be done by the Leasing Team"

### Accountability

We will provide you a monthly list of canvass scheduling with feedback.



# Relationships

We have established a program to leverage more relationships through our four person team.



**Deanna Lobinsky**  
Executive Director



**Travis Herring**  
Executive Director



**Katherine Ridgway**  
Director



**Chase Kulp**  
Associate

- Shay Pope
- Scott Allen
- Barbara Liebertore-Black
- Rod Loschiavo
- Alan Kleber
- Mitchell Millowitz
- Gavin McPhail
- Caroline Fleischer
- Tommy Cap
- Ryan Nunes
- Bob Schneiderman

- Jeff Holding
- Matthew Goodman
- John Marshall
- Bob Orban
- Greg Katz
- Lance Benson
- Scott Goldstein
- Keith Edelman
- Tony Jones
- Patrick Duffy
- Richard Linevsky

- Matthew Cheezum
- Alex Brown
- Zach Wendelin
- AJ Belt
- Brad Dineen
- Ryan Rosalsky
- Jason Stagman
- Lauren Gallart
- Cameron Tallon

- Anthony Cadeux
- Mark Rubin
- Rick Miller
- Tach Talbot
- Mike Feuerman
- Ryan Levy
- Sal Bonsignore
- Elliot Labreche
- Jeff Gordon
- Clay Sidner
- Tyler Wyant



# Our Playbook

- Our team huddles every Monday morning to kick off our weekly game plan
- Each office assignment has a quarterback with additional blocking and tackling provided from the rest of our first-string players
- Team members evaluate all active tenants in the market to aggressively pursue free agents
- Each team player is responsible for reaching out to five key tenant rep brokers to score new opportunities
- Each team player is responsible for reaching out to five tenants with lease turnovers and report back to teammates (20 new pursuits weekly)
- All market information entered into team's centralized database to actively track X's and O's
- Property marketing blitzes are organized and executed by our dedicated team manager





# NO MONDAY MORNING QUARTERBACKING!

With our experience and our tried-and-true strategies and methodology; your Cushman & Wakefield team is ready to lead the charge and tackle any problems that may arise at Spectrum Technology Campus.







A blurred background image of a business meeting. Several people in professional attire are gathered around a table, looking at documents. A teal-colored geometric overlay is present on the left side of the image.

# Broker & Tenant Marketing



## Broker Marketing

Broadcast Email	The Leasing Team uses Vuture to send information to the local brokerage community via email promoting and enforcing the advantages and opportunities at Spectrum Technology Campus. This allows for on-going updates on any construction activity, current availabilities, links to the property website and additional information. The Vuture platform enables emails to be sent in a text-only format that is compatible with handheld PDA's.
Direct Mail	The Leasing Team sends a monthly marketing piece to the brokerage community. This piece will reinforce the message being sent via email and keeps the brokerage community up-to-date on availabilities.
Broker Property Tours	Select property tours with key tenant rep brokers.
Monthly intimate broker lunches/dinners/events	The Leasing Team will personally host on behalf of RCR Investments, LLC intimate lunches/dinners/happy hours/events (ie: Miami Marlins, Miami Dolphins, PGA tour events, etc.) with key tenant rep brokers to promote the Property in order to insure that Spectrum Technology Campus stays front of mind.
Broker/Landlord dinner	The Leasing Team recommends that RCR Investments, LLC host, in conjunction with Leasing Team, a dinner with 10-12 key tenant rep brokers at a fine dining establishment to provide broker/landlord interaction to build relationship with key tenant rep brokerage community.
Broker Canvassing	Weekly broker calls to key tenant rep brokers to insure Spectrum Technology Campus stays top of mind for their prospects.
CoStar Online Advertising	Implement CoStar banner ad for Spectrum Technology Campus.
Custom Property Video	Create custom video highlighting vacant space, renderings, area amenities, etc.

## Tenant Marketing

Broadcast Email	The Leasing Team uses Vuture to send information to tenants via email promoting and enforcing the advantages and opportunities at Spectrum Technology Campus. This allows for on-going updates on any renovation activity and current availabilities links to the property website and additional information. The Vuture platform enables The Leasing Team to send emails in a text-only format that is compatible with handheld PDA's.
Direct Mail	The Leasing Team sends a monthly marketing piece to prospective tenants. These tenants include all tenants above 10,000 SF in Broward County. The Leasing Team has developed target list from personal database and other sources.
Canvassing Efforts	The Leasing Team has developed stack plans including significant lease expirations of all competitive properties. This information together with our team's strong tenant and brokerage relationships is an invaluable tool to the overall leasing success at Spectrum Technology Campus. The Leasing Team proactively and aggressively pursues all viable qualified tenants.
Economic Development Organizations	The Leasing Team maintains regular contact and communication with The Greater Fort Lauderdale Alliance and Broward County Economic Development department to inform of our availability for major, "new to market" tenants.
Custom Property Video	Create custom video highlighting vacant space, renderings, area amenities, etc.



# SPECTRUM TECHNOLOGY CAMPUS

June	July	August	September	October	November
<ul style="list-style-type: none"> <li>Tenant Rep Broker lunch and tour (1 per month)</li> <li>Tenant Rep Broker Happy Hour</li> <li>Development of new postcard drip campaign</li> <li>Broker and Tenant Postcard mailer (1 of 6)</li> <li>Broker and Tenant Email Blast (1 of 6)</li> <li>Canvass Top 20 tenant pursuits</li> <li>Submit unsolicited proposals where applicable</li> <li>CoStar banner ad</li> </ul>	<ul style="list-style-type: none"> <li>Tenant Rep Broker lunch and tour (1 per month)</li> <li>Landlord/Tenant Rep Broker Dinner</li> <li>Broker and Tenant Postcard mailer (2 of 6)</li> <li>Broker and Tenant Email Blast (2 of 6)</li> <li>Canvass Top 20 tenant pursuits</li> <li>Submit unsolicited proposals where applicable</li> <li>CoStar banner ad</li> </ul>	<ul style="list-style-type: none"> <li>Tenant Rep Broker lunch and tour (1 per month)</li> <li>Marlin's game with key Tenant Rep Brokers</li> <li>Broker and Tenant Postcard mailer (3 of 6)</li> <li>Broker and Tenant Email Blast (3 of 6)</li> <li>Canvass Top 20 tenant pursuits</li> <li>Submit unsolicited proposals where applicable</li> <li>CoStar banner ad</li> </ul>	<ul style="list-style-type: none"> <li>Tenant Rep Broker lunch and tour (1 per month)</li> <li>Tenant Rep Broker Happy Hour</li> <li>Broker and Tenant Postcard mailer (4 of 6)</li> <li>Broker and Tenant Email Blast (4 of 6)</li> <li>Canvass Top 20 tenant pursuits</li> <li>CoStar banner ad</li> </ul>	<ul style="list-style-type: none"> <li>Tenant Rep Broker lunch and tour (1 per month)</li> <li>Broker and Tenant Postcard mailer (5 of 6)</li> <li>Broker and Tenant Email Blast (5 of 6)</li> <li>Canvass Top 20 tenant pursuits</li> <li>CoStar banner ad Dolphins' game with key Tenant Rep Brokers</li> </ul>	<ul style="list-style-type: none"> <li>Tenant Rep Broker lunch and tour (1 per month)</li> <li>Broker and Tenant Postcard mailer (6 of 6)</li> <li>Broker and Tenant Email Blast (6 of 6)</li> <li>Canvass Top 20 tenant pursuits</li> <li>CoStar banner ad</li> </ul>

## Marketing Budget 2017 - Spectrum Technology Campus

	June	July	Aug	Sept	Oct	Nov	Grand Total
Lunch & Building Tour	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$1,500.00
Broker/Tenant Rep Dinner	\$0.00	\$1,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Building Sponsored Sporting Events (1)	\$0.00	\$0.00	\$1,500.00	\$0.00	\$0.00	\$2,500.00	\$4,000.00
Building Sponsored Happy Hours	\$500.00	\$0.00	\$0.00	\$500.00	\$0.00	\$0.00	\$1,000.00
Premier LoopNet Listing	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$150.00	\$900.00
CoStar Banner Ad (12-month contract)	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$500.00	\$3,000.00
Mailings to Prospective Tenants & Brokers	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00	\$1,800.00
Custom Property Video	\$1,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,500.00
<b>Grand Total</b>	<b>\$3,200.00</b>	<b>\$2,200.00</b>	<b>\$2,700.00</b>	<b>\$1,700.00</b>	<b>\$1,200.00</b>	<b>\$3,700.00</b>	<b>\$13,700.00</b>

(1) Building to purchase select package to Miami Marlins and Dolphins games to host brokers.

A blurred background image of a business meeting. Several people in professional attire are gathered around a table, looking at documents. A teal semi-transparent banner is overlaid on the right side of the image.

# The Market

**ACCURATE ASSESSMENT. STRATEGIC  
NEGOTIATIONS. INCREASED VALUE**

Knowing an Asset's True Market Position Provides the  
Right Path Forward.



## Competitive Opportunities



<b>COMMERCE PARK</b> 2050 Spectrum Boulevard Fort Lauderdale	
Building Size	125,520 SF
Year Built	1988
Quoted Rate	\$17.50 NNN
Estimated OpEx	\$11.00/SF
Available Space	125,520 SF



<b>SPECTRUM OFFICE BLDG / CITRIX</b> 1801 W. Spectrum Boulevard Fort Lauderdale	
Building Size	75,000 SF
Year Built	1999
Quoted Rate	\$16.00 NNN
Estimated OpEx	\$10.00/SF
Available Space	75,000 SF



<b>CROWN CENTER</b> 1201 W. Cypress Creek Road Fort Lauderdale	
Building Size	108,664 SF
Year Built	1980
Quoted Rate	\$9.50 NNN
Estimated OpEx	\$10.00/SF
Available Space	108,664 SF



<b>1801 BUILDING</b> 1801 NW 66th Avenue Plantation	
Building Size	96,230 SF
Year Built	1983
Quoted Rate	\$14.00 NNN
Estimated OpEx	\$9.76/SF
Available Space	89,716 SF



<b>SAWGRASS TECHNOLOGY PARK</b> 1613 & 1619 NW 136th Avenue Sawgrass	
Building Size	153,442 SF
Year Built	1985
Quoted Rate	Negotiable
Estimated OpEx	\$6.15/SF +E&J
Available Space	153,442 SF



<b>PLANTATION WALK</b> 300 NW 82nd Avenue Plantation	
Building Size	166,000 SF
Year Built	1989/2017 ren
Quoted Rate	\$19.00 NNN
Estimated OpEx	\$10.50/SF
Available Space	166,000 SF



<b>COUNTYLINE BUSINESS CENTER</b> 3701 S Flamingo Road Miramar	
Building Size	545,000 SF
Year Built	2000
Quoted Rate	\$16.00 NNN
Estimated OpEx	\$2.50/SF +E&J
Available Space	110,000 SF



<b>CONVERGYS AT WESTPOINTE CENTRE</b> 5601 HIATUS ROAD TAMARAC	
Building Size	100,000 SF
Year Built	2001
Quoted Rate	\$16.50 NNN
Estimated OpEx	\$10.00/SF
Available Space	50,000 SF





**RIVIERA CORPORATE CENTER**  
2750 SW 145th Ave  
Miramar

Building Size	67,429 SF
Year Built	Under Constr.
Quoted Rate	\$21.00 NNN
Estimated OpEx	Not Available
Available Space	67,429 SF



**Miramar Park of Commerce 30**  
3150 Executive Way  
Miramar

Building Size	70,948 SF
Year Built	Under Constr.
Quoted Rate	\$15.00 NNN
Estimated OpEx	\$5.50/SF +E&J
Available Space	70,948 SF





## Relevant Lease Comparables



**Plantation Pointe**  
8000 West Sunrise Boulevard  
Plantation, Florida

<b>Square Footage</b>	259,737 SF
<b>Lease Term</b>	83 Months
<b>Rental Rate</b>	\$16.50 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	\$5.00
<b>Free Rent</b>	N/A



**Plantation Pointe**  
8000 West Sunrise Boulevard  
Plantation, Florida

<b>Square Footage</b>	221,597 SF
<b>Lease Term</b>	150 Months
<b>Rental Rate</b>	\$15.50 NNN
<b>Escalations</b>	2.75%
<b>TI's</b>	\$45.00
<b>Free Rent</b>	6 Months Gross



**Sawgrass Technology Park**  
1601 - 1655 NW 136th Avenue  
Sawgrass, Florida

<b>Square Footage</b>	59,720 SF
<b>Lease Term</b>	63 Months
<b>Rental Rate</b>	\$15.00 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	N/A
<b>Free Rent</b>	3 Months Base



**Weston Pointe II**  
2250 North Commerce Parkway  
South West Broward, Florida

<b>Square Footage</b>	97,178 SF
<b>Lease Term</b>	84 Months
<b>Rental Rate</b>	\$23.00 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	\$15.00
<b>Free Rent</b>	N/A



**Miramar Centre Business Park**  
15800 SW 25th Street  
Miramar, Florida

<b>Square Footage</b>	91,000 SF
<b>Lease Term</b>	126 Months
<b>Rental Rate</b>	\$16.75 NNN
<b>Escalations</b>	2.5%
<b>TI's</b>	\$12.50
<b>Free Rent</b>	6 Months



**Sunset Plaza**  
13621 NW 12th Street  
Sunrise, Florida

<b>Square Footage</b>	37,209 SF
<b>Lease Term</b>	90 Months
<b>Rental Rate</b>	\$16.50 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	\$25.00
<b>Free Rent</b>	6 Months Base

# Relevant Lease Comparables



**Miramar Center I**  
3401 SW 160th Avenue  
Miramar, Florida

<b>Square Footage</b>	57,016 SF
<b>Lease Term</b>	77 Months
<b>Rental Rate</b>	\$21.00 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	\$30.00
<b>Free Rent</b>	5 months Base



**Pembroke Pointe**  
880 SW 145th Avenue  
Pembroke Pines, Florida

<b>Square Footage</b>	36,290 SF
<b>Lease Term</b>	125 Months
<b>Rental Rate</b>	\$22.50 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	\$48.00
<b>Free Rent</b>	5 Months Gross



**West Park of Commerce**  
1725 North Commerce Parkway  
Weston, Florida

<b>Square Footage</b>	52,960 SF
<b>Lease Term</b>	130 Months
<b>Rental Rate</b>	\$18.00 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	\$35.00
<b>Free Rent</b>	10 Months Base



**Sawgrass Technology Park**  
1650 NW 136th Avenue  
Sawgrass, Florida

<b>Square Footage</b>	51,120 SF
<b>Lease Term</b>	60 Months
<b>Rental Rate</b>	\$15.00 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	\$5.00
<b>Free Rent</b>	N/A



**Sawgrass Technology Park**  
1601 NW 136th Avenue  
Sawgrass, Florida

<b>Square Footage</b>	35,962 SF
<b>Lease Term</b>	60 Months
<b>Rental Rate</b>	\$14.00 NNN
<b>Escalations</b>	3%
<b>TI's</b>	\$20.00
<b>Free Rent</b>	3 Months Base



**Miramar Center II**  
3501 SW 160th Avenue  
Miramar, Florida

<b>Square Footage</b>	96,400 SF
<b>Lease Term</b>	66 Months
<b>Rental Rate</b>	\$22.00 NNN
<b>Escalations</b>	3.0%
<b>TI's</b>	\$21.71
<b>Free Rent</b>	5 Months Base





A blurred background image of a business meeting. Several people in professional attire are gathered around a table, looking at documents. A teal-colored overlay covers the bottom half of the image.

# Pricing Strategy

RETENTION. VALUE OPTIMIZATION.





## Recommended Pricing Strategy

Proposed lease term:	7 - 10 years
Proposed Asking Rate:	\$17.00 - \$17.50 PSF, NNN
Annual Increases:	3%
Rent Abatement:	Three Quarter month base rent abatement per lease year
Tenant Improvements:	\$30.00 to \$40.00 PSF









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