

# CASE STUDY



**CLIENT:** Associated Engineering  
**ADDRESS:** 2889 East 12th Avenue, Vancouver. BC  
**AREA SIZE:** 36,983 Sq. Ft.  
**TERM:** 10 years

**THE CHALLENGE:** Associated Engineering (B C) Inc. ("Associated") had been a tenant in 4940 Canada Way, Burnaby BC for over 30 years. They had expanded and renovated their offices previously and were due to modernize once again. John Megan and Aaron Ulinder ( the "Advisors") had represented Associated on two previous lease extensions and subsequent to a rigorous review of real estate representatives, earned the right to represent Associated once again in 2016.

Upon engagement, the Advisors worked closely with the Associated real estate team to uncover the business unit's requirements and shortcomings with the existing office. Given their significant market share within the engineering sector, the Advisors arranged for Associated access to their peers offices, many of whom had recently relocated to new facilities.

**THE SOLUTION:** Once the requirement was confirmed, the Advisors hosted inspections, subsequently securing proposals from selected landlords. Upon analysis of the responses, candidates were reduced and offers submitted. The Advisors generated significant leverage in Associated tenancy by virtue of market conditions, coupled with their intimate understanding of each landlords motivation based upon other significant clients who had recently been in the market. Subsequent to aggressive negotiations, the candidates were shortlisted to the incumbent and one outside alternative.

Notwithstanding the extremely aggressive offer submitted by their incumbent landlord, Associated determined the best course of action was to relocate to a more modern, transit oriented location at Renfrew Centre. Such decision was based upon the opportunity to secure exceptional business terms in a superior offering on a long term basis and influenced by their peers, many of whom were mindful of attracting and maintaining employees.