

Advice from the Sublease Queen



Staying mindful of your long-term business strategy, we employ local market knowledge and experience to identify and effectively manage the disposition of excess real estate.

Experience

- AAA
- AIC Ventures
- AT&T
- BBVA
- CoreLogic
- Colony NorthStar
- First American Title
- Franklin Covey
- General Electric
- HealthMarkets
- Hosting Data Centers
- Insight
- Motion Industries
- Penrod
- Schumacher Electric

Active Listings

- The Colonnade - Tower 1
15301 N Dallas Parkway, Addison
- CityPlace Tower
2711 N Haskell Avenue, Dallas
- Sundance Center
2707 Airport Freeway, Fort Worth
- Main Street Village Center
3245 Main Street, Frisco
- 8333 Douglas Avenue, Dallas
- 5760 State Highway 121, Plano

Strategic Tips

Maximizing Recovery & Minimizing Time on Market

We believe in seizing the first opportunity to sublease your space. Our approach may seem simple, but each sublease has a finite period in which to achieve recovery. To facilitate the sublease of your space, our process strives to:



Be realistic. Using rental rates of peer properties, recent comps and market absorption creates a realistic timeline for achievable recovery.

Position the space appropriately. Assume responsibility for supporting subtenant needs, collecting rents, paying bills and managing repairs.

- **Partial subleases** can be desirable, when they meet mix space needs such as a lobby presence. These subleases should function efficiently as a true standalone office to maximize interest.
- **Short-term subleases** (less than 3 years) are best suited to a “plug and play” solution which enables a quick and seamless start-up with little to no downtime. Target tenants look for fully furnished spaces inclusive of AV equipment, pantry appliances and network / phone connectivity.

Be Proactive. Working with outside counsel early on to have a standard Sublease in place and knowing your landlord’s terms in advance means no lost time, or tenants, when an opportunity arises.

Incentivize. Offer full market commissions to cooperating brokers.

Clean up. Ensure your space is tidied up with nothing in disrepair. If needed, repaint walls, clean the carpets and check that all HVAC units are functioning.

Get Creative. We’ll strategize to be competitive in the market. Test-fits, tenant improvements and abated rent can help make the deal attractive.

Be Decisive. While flexibility is key, when an opportunity presents itself, act decisively. We’ll make sure you’re informed during the process to instill confidence in your decisions.



Maschera Usrey, Senior Vice President
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“Very dependable and proactive in the leasing process. Would love to work with Maschera again! She is an absolute pro.”

Tom Cramer, Chief Financial Officer | AIC Ventures
(Following the completion AIC Ventures’ sublease)

“Ms. Usrey displayed a very high level of expertise in facilitating a complex sublease arrangement between Client, Landlord and Tenant wherein all parties enjoyed a positive work effort and a mutually beneficial outcome.”

Rada Flom, Sr. Director of Data Center Operations
Hosting Data Centers

