



LEE PARTNERS
COMMERCIAL REAL ESTATE SERVICES

296 CONCORD ROAD, BILLERICA, MA

CASE STUDY



THE SITUATION

In the competitive imaging technology market, stealth and speed are high priorities, and as such, place unique demands upon real estate requirements. In order to maintain their competitive position in this rapidly developing market, Eastman Kodak recognized that it had to make significant strides in software development. Mr. Lee was contacted by Eastman Kodak to coordinate a search for approximately 100,000 square feet of space for an as yet undetermined “special project”. This special project’s goal was to address Eastman Kodak’s challenge with meeting the competitive pressures in software development. Mr. Lee was told that the project did have some time flexibility, though location and price were significant considerations.

THE CHALLENGE

In addition to the complexity around information disclosure and the fact that senior management was remotely located, the site selection alternatives were restricted to a small geographic area near their existing facility. Furthermore, the new space had to meet a ‘new image’ strategy to fit the aesthetic ideals Kodak required. This new image was conceived as a combination space plan, color scheme, and building design. The confidentiality surrounding this special project meant that often times Mr. Lee was provided information on a “need to know” basis from which decisions had to be made. One key consideration was that, in a departure from standard procedure, the client wished to maintain control over the final build-out of the occupied space. As discussions narrowed the choices of potential sites, more information was released considering this special project; Eastman Kodak was in discussions to acquire a division of Wang, and this newly acquired division would be renamed Eastman Software. This unique requirement called for the highest levels of understanding, trust, and agility.

THE RESPONSE

After thorough discussions with Eastman Kodak, Mr. Lee set up and coordinated nearly a dozen tours of suitable properties. Weekly conference calls with the remote executive team included discussions of lease rates, term expectations, available properties, and space plan requirements. After months of negotiations, it was decided that the best alternative was for Eastman Software to move into a build-to-suit space next door to their current location.

THE RESULTS

Mr. Lee coordinated the effort that resulted in a build-to-suit of a 150,000 square foot office building of which more than 100,000 square feet was leased to Eastman Software for an extended multi-year term. Options were negotiated that allowed Eastman Software to lease the remaining space providing them their required flexibility. As part of the negotiations, the developer agreed to allow the client to manage the construction and build-out of the tenant space. This consideration alone saved Kodak more than \$250,000.

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