



# Spacer | CASE STUDY

Spacer is a free, web-based technology that allows organizations to determine office requirements using a generated workplace program.



Client	Location	Client Type
Pollack Shores	Atlanta, GA	CBRE

## CHALLENGE

### What was the problem?

Pollack Shores Real Estate Group, a multifamily real estate development and management company, is looking at expanding/extending in their current building or evaluating relocation options with more efficient floorplates. Their current space has been a patchwork or small expansions over many years. Can they benefit with a "new start" on their programming needs?

### Why did you choose to leverage Spacer?

Our mission is to help identify potential problems that can impact the client's business and then provide clear solutions that add perceived value. Spacer is a differentiator and provides real metrics that the client can quantify.

## SOLUTION

### How did Spacer help?

Spacer was able to aid in evaluating the client's current workplace environment and determine their level of efficiency on a per person/RSF basis. Utilizing Spacer and Floored allowed them to understand that their current building's floor plates can accommodate x% less headcount than if we were to look at a more traditional building with rectangular floorplates. This exercise produces data that can begin to drive the decision making process.

### What was the outcome?

The team used Spacer's recommendation in conjunction with Floored Plans. They were able to compare what it would look like to stay and grow in their current space vs. what it would look like to relocate to a more efficient building and improve the workplace experience. The client was impressed with the quick turnaround and interactive technology. Spacer and Floored proved that it was a worthwhile endeavor to begin engaging the marketplace and dive deep into their specific needs from touring buildings to discussions with architects.

## CONTACTS

**Caroline Tarzian**– General, Customer Success

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**John Stephens**– CBRE Workplace, Strategy Consultant

## TESTIMONIAL

"The biggest value is that you are able to develop a strong client/advisor relationship via critical thinking. Spacer and Floored are powerful tools that can ignite a dialogue between you and your client by asking probing questions... Probably questions they've never been asked before. We are in a competitive business. How do you differentiate yourself and move out of being commoditized within our industry? Tools like Spacer and Floored provide data points that make you stand out from the crowd."

– Craig Goldberg, Atlanta, Senior Vice President

