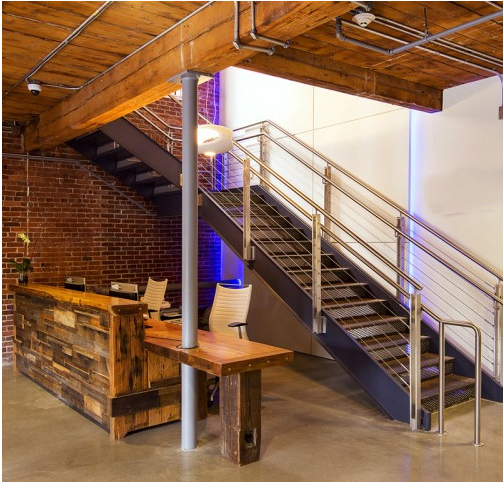


InCrowd

Case Study



Challenge

Real-time market intelligence agency InCrowd was located in Boston's Back Bay in approximately 3,000 SF. With rents continuously increasing in Boston, the rapidly growing tech firm was searching for a brick & beam space that could offer access to the proper amenities and transportation, but for a more affordable price.

Facing a looming lease expiration InCrowd engaged NAI Hunneman's Urban Advisory Group which conducted an extensive search of Boston's inner suburban ring to identify spaces that were befitting of InCrowd's corporate culture, while respecting time and budgetary requirements.

“

NAI Hunneman's Urban Advisory Group did a phenomenal job of showing us multiple options and reacted quickly to secure a fantastic move-in ready space that offers a full suite of amenities, solid access to public transportation and free on-site parking. Both management and our staff could not be happier with our new location.

”

- JANET KOSLOFF
CEO,
INCROWD

Results

The Urban Advisory Group quickly identified plug & play space at Riverworks (480 Pleasant Street) in Watertown, and was able to complete a 10,501 SF sublease transaction. This opportunity materialized quickly and the UAG team was able to negotiate and complete the agreement in the same day.

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