

Metalogix Case Study

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Challenge

NAI Hunneman's downtown team was hired by Metalogix's Woburn office team to reevaluate their company culture and location. As a leading firm in Boston relocations, we were able to assess the loss of company culture due to their disconnected layout and suburban location that was unreachable by public transportation. At stake was the slow attrition of employees to more desirable locations and the difficulty in attracting new talent. With an eye towards a more urban location, our team evaluated the employee wish list to determine the optimal situation for the future of the firm. What was determined to be most important was accessibility to public transportation, efficiency and a creative layout.

Results

NAI Hunneman conducted a search of properties in Boston, Cambridge and Somerville, with North Station emerging as the top choice. A brick & beam property across from the TD Garden stood out due to its direct access to the Green & Orange lines, the Commuter rail, as well as I-93 and Storrow Drive. The local building ownership was also highlighted as they had come to be known as a "tech-friendly" landlord who offered flexible commencement terms and a hands-on approach throughout the design and construction process. The historic property's high exposed ceilings, arched windows and classic beam construction meant ample creative space was available. The space was leased at below market rents and the efficiency of leasing the full floor with bench style seating translated to a decrease in rentable square footage by 41%. Glass was used abundantly throughout the space to increase natural light to the interior and sightlines between employees. The relocation to North Station led to an immediate boost in hiring and increased satisfaction by the employees who appreciated area amenities and decreased commuting time.

