

## SimpliSafe Case Study



### Challenge

SimpliSafe developed a new home security system that has become immensely popular and caused the Cambridge-based firm the grow exponentially from 50 to over 100 employees. With an employee base that was scattered over the region and accessed the office predominantly through public transportation, but also a few drivers, we sought to find them a new headquarters that satisfied their most pressing growth requirements. Paramount to the 100+ employees was easy access, while the management wanted easy growth options at an affordable price.

### Results

The property was located in Downtown Crossing, offering easy accessibility to all T lines and parking garages. The rental rate terms were aggressively priced, with free rent and a turn-key buildout. We were able to accomplish SimpliSafe's stated objectives and kept employee attrition due to the move to less than 5%.greater Boston area and adding significant value to our client's asset.

