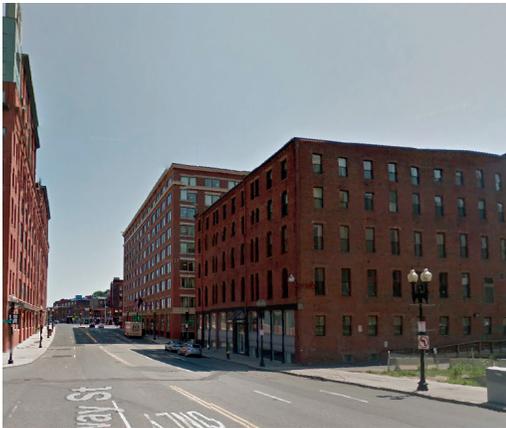


Uber Case Study



U B E R



Challenge

Ben Sutton of NAI Hunneman has been serving as the real estate advisor for Uber's Boston team since they began operations in 2012. During that time period under Ben's direction NAI Hunneman has completed multiple office leases along with extensions and expansions on Uber's behalf in Boston's Leather District, as Uber's employee base grew from a team of 4 to 50 employees in just 2 years. NAI Hunneman initially paired Uber with a very flexible and startup-friendly landlord who handled their sometimes immediate growth needs with great ease.

As Uber's expansion continued at almost breakneck speed, the company sought to establish a more permanent home to show a commitment to the city of Boston.

Results

Ben and his team began an extensive real estate search that took over a year, and included tours of a variety of spaces in Boston, Cambridge and Somerville. Due to the efforts of the NAI Hunneman team clearly presenting Uber's growth plan, interest was expressed by several landlords putting forth appealing terms in hopes of signing the well-known tech firm much like signing a sought after free agent. However NAI Hunneman remained focused on Uber's needs which eventually pointed towards the Seaport and North Station. Uber prefers offices near public transportation and ample parking for the convenience of both the young employee base and the drivers who frequent the office for training. The firm was also focused on an "innovative look" for their space, reflective of their entrepreneurial spirit and a desire to be in one of Boston's emerging neighborhoods so they can play an active role in contributing to that area's growth and prosperity.

All the pieces to this puzzle eventually took shape in Boston's North Station Submarket through a local landlord with very desirable terms and flexibility for growth; a perfect situation for Uber as its team and physical operation continues to evolve and redefine itself. Uber's new space is open, creative and inviting. With natural light, brick & beam, local artwork and an abundance of high tech hardware, it is the ideal space for a company whose story continues to be written.