

Zagster Case Study



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**-TIM ERICSEN
CEO, ZAGSTER**

Requirement

After cultivating a four-year relationship with Zagster, the growing venture-funded startup that designs, builds and operates bike sharing programs, NAI Hunneman was able to facilitate the move of their Cambridge headquarters to 25 First Street.

One of the most important aspects of the move for Zagster was not disrupting the commute of its employees by keeping their location as close as possible to the Red and Green Lines. Staying in the Cambridge Market was also paramount as it serves to retain and attract the best talent.

Approach

NAI Hunneman and Zagster took an “intentional growth” approach to finding their new headquarters, which is a trend of committing to 1-2 year deals or a sublet as the company continues to expand. In their four-year relationship NAI Hunneman has counseled Zagster on several of these types of deals.

NAI Hunneman negotiated a brick and beam sublet in the Hubspot HQ building for Zagster, a block away from their current office, which minimized disruption and allowed NAI Hunneman to work with their old landlord to release them from their ongoing rent obligation.

Results

The team at Zagster is thrilled with their space “The culture here for biking is a good fit for us, and we wanted to surround ourselves with people that are similar in mindset,” said CEO, Tim Ericson. NAI Hunneman negotiated favorable terms allowing the team to have an accelerated move and were able to acquire furniture from the sublandlord. In addition, Zagster was able to redesign a portion of the space to reflect their company culture. At 25 First Street, the employees of Zagster can continue their normal biking commute while planning to grow from a company of 45 to 60.