Validated Claim Support (VCS), a consumer product testing company that specializes in cosmetic products from companies looking to roll out new products, was in the market to occupy 10,000± square feet of office space in northern New Jersey. VCS was started by three co-workers from a like-kind company. They knew they could provide much better service to their clients than what their company was currently offering, and in a faster timeframe. VCS is a start-up company with over 50 years of combined experience in the industry.

Action

Set out with a business plan, investors, and financing already in place, VCS engaged their real estate broker, Peter Dodds of Morford and Dodds Realty, located in Princeton, NJ. Randy, Darren, and Peter provided us with accurate market knowledge, constant communication and valuable advice. They proved how experienced and qualified they were to represent us. We would be extremely happy to work with them again and refer anybody to them.

Results

Within two weeks after receiving each RFP, the Team reviewed the offerings with VCS and weighed the pro’s and con’s of each property. The Team was able to achieve the following results:

Tour each property selected.

1. Select a premier Class-A office building at 400 Frank Burr Boulevard in Teaneck, NJ.
2. VCS was able to move into a "retail" section of the building, providing them with maximum exposure and accessibility.
3. Negotiate the best possible economic terms and conditions for both sides.
4. Work closely with the landlord (Alfred Sanzari Enterprises) to bridge the gap needed to come to a meeting of the minds.

"This deal had more ups-downs-twists-turns than the Coney Island Cyclone but you "held on" and "stayed seated." You are a credit to the Hanson organization."

- Jerry Barta
  Vice President & Director
  Alfred Sanzari Enterprises

"We felt we had the best team in place to guide us through the process of leasing premier office space in Bergen County, NJ. Randy, Darren, and Peter provided us with accurate market knowledge, constant communication and valuable advice. They proved how experienced and qualified they were to represent us. We would be extremely happy to work with them again and refer anybody to them."

- Brian Ecclefield
  Founder/CEO
  Validated Claim Support