



# 10,175 SF Lease Atrium at Glenpointe

## RECENT CLIENT SUCCESS

*Gaining Retail Exposure in the Premiere Class A Office Building in Northern New Jersey*



*"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

### Challenge

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 time frame. 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. VCS had previous experience working with Peter. Peter then engaged Randy Horning and Darren Lizzack of NAI James E. Hanson, based in Teterboro, NJ. Randy and Darren have a firm grip and reputation in the northern New Jersey office market. The newly formed "Team" of Peter, Randy, and Darren met with VCS to design a plan of action as to how to pursue finding the right location, with the best economic

value, and in the timeframe needed by VCS. The Team selected the top Class-A office properties in Bergen County as part of VCS's requirements, which were presence, accessibility, and upscale offices. The Team then toured each property with VCS and narrowed the selection down to three properties that yielded the highest results and checked the most boxes. RFP's were then issued to each property selected.

### 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:

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