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SUCCESS STORY

Keller Williams Realty The Woodlands & Magnolia

Office Relocation & Consolidation
Securing 12 Months Free Rent and a
\$65/SF TI Package

APRIL 2025

 THE WOODLANDS, TX





- **Deal type:** Relocation (Consolidation)
- **Sector:** Office
- **Market:** The Woodlands, TX
- **Completion:** April 3, 2025
- **Timeline (kickoff → LOI → executed):** Aug 2023 → Mar 2025 → Apr 3, 2025
- **Size:** TBD (SF not provided in notes)
- **Term:** TBD (years not provided in notes)
- **Key outcomes:** 12 months free rent • \$65/SF TI (≈\$1,000,000) • 5% Opex cap

The challenge

Keller Williams Realty The Woodlands & Magnolia needed to right-size and consolidate its office footprint while improving brand visibility in the market.

Cost certainty was the top priority, along with a layout that supported the team's day-to-day operations.

The business risk was real: a misstep could disrupt operations and make it harder to recruit and retain agents.

Our approach

- **Structured the exit strategy first.** We reviewed the existing lease and negotiated termination terms that freed the client to pursue a better long-term location.
- **Tested the market quickly and efficiently.** We toured and compared three strong alternatives, shortlisting the options that best matched visibility needs and operational fit.
- **Negotiated a value-forward deal package.** We secured economics that outperformed the alternatives and aligned with the client's consolidation goals—then drove the transaction through LOI and final execution.



Results



FREE
RENT

12 MONTHS



TI
ALLOWANCE

65\$/SF



RISK
REDUCTION

5% CAP



FLEXIBILITY

**RENEWAL
OPTIONS**



OP WIN

**IMPROVED
VISIBILITY**

- **12 months** free rent
- **\$65/SF TI allowance** (approximately \$1,000,000 total)
- **Risk reduction:** 5% cap on operating expenses
- **Flexibility:** renewal options + expansion rights
- **Operational win:** improved visibility aligned with business growth and recruiting goals



"We were able to obtain great terms for our termination in our former building, to then free us up to secure a location that fit our business way better." —**Bruce Kink, Operating Principle**



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