

looking harder.
finding
more

rare:find 

a new style of property advice

When a company is considering relocating, it needs property skills it usually does not have in-house. This is the gap that RARE is ideally suited to fill.

Our business focussed approach, coupled with the very latest technology, enables us to unlock property opportunities that are not freely available. Even better, the benefits of using us usually far outweighs the cost – typically, a months rent.

No-one wants their workspace to be average. We want to help keep you competitive and by being on the ground, close to our clients and in touch with the latest trends, we ensure that you are one step ahead.

consolidating

'Thank you for your hard work in getting the show on the road and finding us the St George Property – **RARE created an opportunity to move all our offices under one roof!**

theo paphitis
RETAIL GROUP

short term

'A new contract required project space that could be expanded if required – **RARE secured us a newly refurbished building, within a mile of our existing HQ, on a highly flexible lease'**

FLUOR

expanding

'We are delighted with the space that RARE were able to find for us – **the fully fitted suite allowed us to save a large amount of Capital Expenditure allowing us to focus resources on company growth'**

Cloud
DISTRIBUTION

new company

'Thanks for your guidance and involvement on this – **you've found a great platform from which to build the business'**

CONNECT

what it achieves

We will help you implement an occupational strategy that aligns property with your business objectives.

Increasingly, businesses see flexibility as important – flexibility of pricing, length of stay, choice of locations and improved amenities.

Don't assume that conventional leasing is the only way. We also look at Managed offices or fully serviced space as a potential solution.

The customer (not the tenant) is right and so we shape the end product for you.

A relocation could offer the following benefits:



ATTRACTS AND RETAINS TALENT



BETTER COMMUNICATION



MORE CLIENTS



UPDATED WORKING PRACTICES & WORKSTYLE

how does it work?



UNDERSTAND

We listen to what you consider are important drivers for the business



ANALYSIS

We analyse the whole and true costs



FIND

A forensic search of both on and off market options



NEGOTIATE

We are not simply brokers but trained surveyors who can secure the best financial & lease terms



VALIDATE

We compare a range of scenarios and test fits to ensure the final deal is best for you

DELIVER

We can introduce you to fit out designers, removal specialists & building surveyors to ensure your relocation



understand

We start by asking about your ultimate goals.

We assess the conditions you are operating in and the future challenges you may face. We don't just assume you want to relocate as it may be beneficial to renew your existing lease or restructure your occupation.

We deliver real impact for our clients and provide them with ideas and possibilities

We use modelling to score what criteria is really important for your business



| Criteria | 1 | 2 | 3 | 4 | 5 |
|------------------|--|--------------------------------------|--------------------------|--|-----------------------------|
| | Labour market & recruitment | Transport & communication | Property costs | Quality of life & affordability | Business environment |
| Measures | Labour pool | Public transport | Typical rental Level | Food & drink offer | R&D facilities |
| | Economic activity | Additional car parking | Building running costs | Prosperity | Knowledge driven sectors |
| | Distance from existing labour | Motorway junction | Typical lease Incentives | Hotel & leisure amenities | New business formation rate |
| Weighting | High | High | High | Medium | Low |

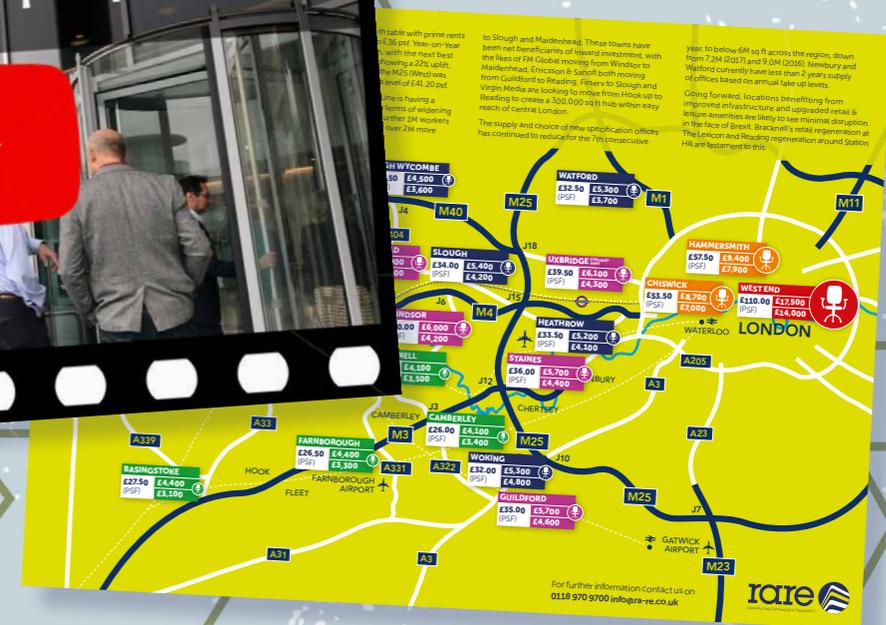
find

Tours are arranged to familiarise you with locations and different building specifications.

Technology and leg work combine to identify all potentially suitable properties including those not openly marketed, way beyond the possibilities of a web based search.

The options are filtered and collated into a schedule, so as to compare and contrast and accompanied by drivetime maps and postcode maps to identify the optimum locations for existing staff and highlight proximity to customers & competitors

'The video log that RARE produced for our tour was a brilliant aide mémoire'



analysis

Its crucial to understand what your space will cost but also assess how it will appeal to your staff and ensure that its up to the job.

QUANTITATE

Cashflow models are used to compare each option financially on a like for like basis and this will help benchmark against your existing space.

QUALITATIVE

We also carry out qualitative analysis to draw together the soft factors incorporated in the original brief, for example accessibility for staff, parking provision, security, availability of other services and amenities etc.

TECHNICAL

We evaluate the technical and operational qualities of the properties comparing their specifications and other characteristics that might be important to you such as green credentials or low running costs and consider how suitable they are for future expansion or division.



negotiate

Tactical negotiations will test the boundaries to ensure that the very best terms are achieved for each property being considered.

'Heads of Terms' are drawn up, listing the points agreed so that there is no doubt or ambiguity and a clear timetable is set.

We seek to safeguard your interests both financially and operationally in seeking to fix costs and limit any future liabilities. These may include, repairs and maintenance, service charge costs, ability to sublet your space or surrender the contract early.

'Rare clearly explained what was being offered so we went in with our eyes open and were confident it could be delivered'



validate

We will provide you with the information you need to seek any necessary Board or senior management approvals.

A separate report can be produced summarising how you have arrived at your chosen property decision and the negotiation process that's been undertaken to reach the agreed terms along with our views on the market conditions. This will help you benchmark and validate the decision.

'The validation report is exactly what we were after, so many thanks for the great work. The content was spot on and good see that we potentially have a good commercial deal on the table with Maxis 1. Always good to get that feel good factor in these things'

PaperCut



deliver

We will ensure there is no wriggle room and that the points set out in the 'Head of Terms' are properly covered in your favour and delivered within the agreed time scales.

Due diligence such as undertaking building surveys and connectivity reports will ensure that the building is fit for purpose.

We can recommend great interior designers to assist with your fit out and furniture ,who will best match with your particular style and image and seamlessly link in with your timetable for delivery.

'Rare anticipates potential obstacles, ironing out any creases and making sure that the process was kept on track and the space delivered on time'



our team

The Rare team have been hand picked for their expertise and knowledge of the South East property market.

Our people have experience of working for both brand name companies, entrepreneurial business leaders and fast growing tech companies which makes us uniquely placed to advise on projects, from small to large.

'RARE are very professional and competent individuals who can be relied upon to go that extra mile to assist'

Property Manager, Waitrose & Partners



Jonathan Mannings

Director

Guy Parkes

Director

Lewis Pearson

Surveyor

Andrew Baillie

Senior Surveyor

experience

Our specialism is to help businesses keep pace in a highly competitive market place and address the massive industry disruptions and changing working practices occurring almost everywhere.

We hope that our track record of success will inspire you to partner with us.



RARE were voted the fastest rising property business at the Thames Valley Property Awards.

'Their team continues to understand our culture and deliver outstanding results on our projects that earns our respect, confidence and repeat business'

FLUOR.

Ryman
13,000 SQ FT
WIMBLEDON

Cloud
DISTRIBUTION
2,500 SQ FT
READING

HELLO!
2,000 SQ FT
LONDON

the fitness experts
10,000 SQ FT
HIGH WYCOMBE

BroadwayMalyan^{BM}
5,000 SQ FT
READING

FLUOR.
30,000 SQ FT
FARNBOROUGH

PINNACA
10,000 SQ FT
SLOUGH

John Lewis
50,000 SQ FT
BRACKNELL

Punter Southall Group
18,000 SQ FT
WOKINGHAM

semafone
12,000 SQ FT
GUILDFORD

case study

BroadwayMalyan^{BM}

THE BRIEF

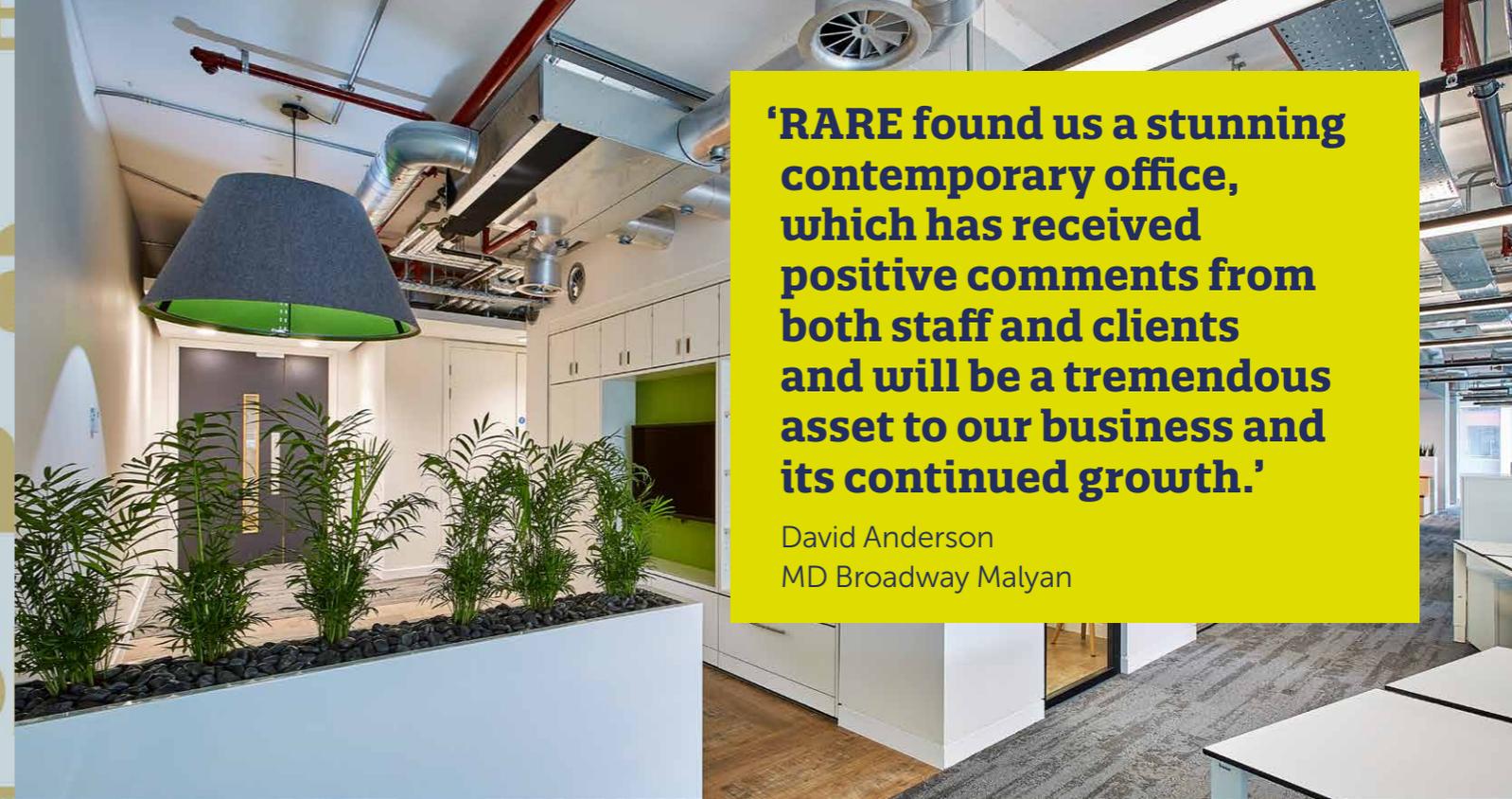
Identified a new regional HQ, reflecting the company's contemporary style. The new space was to facilitate a high-performance working environment as well as supporting a more customer focused approach.

BUSINESS OBJECTIVES

- Existing space was outdated and remote from the main business areas and so customers were not necessarily encouraged to visit.
- To attract and retain new talent the location needed to be accessible by both road and public transport and draw upon the widest catchment area.
- A cost neutral move.

THE RESULT

- The utilization of less space through a more efficient layout design along with the introduction of new working practices enabled the client to majorly upgrade their space for no extra cost.
- A substantial rent-free period was negotiated and some of the incentive exchanged for cash equivalent to cover the fit-out costs.
- Moving to an urban location adjacent to a major rail hub has ensured that the office is accessible to all as well as their clients who now want to engage more regularly.



'RARE found us a stunning contemporary office, which has received positive comments from both staff and clients and will be a tremendous asset to our business and its continued growth.'

David Anderson
MD Broadway Malyan



**'Your service and assistance
has been invaluable'**

Tom Edwards, MD, The Fitness Experts

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