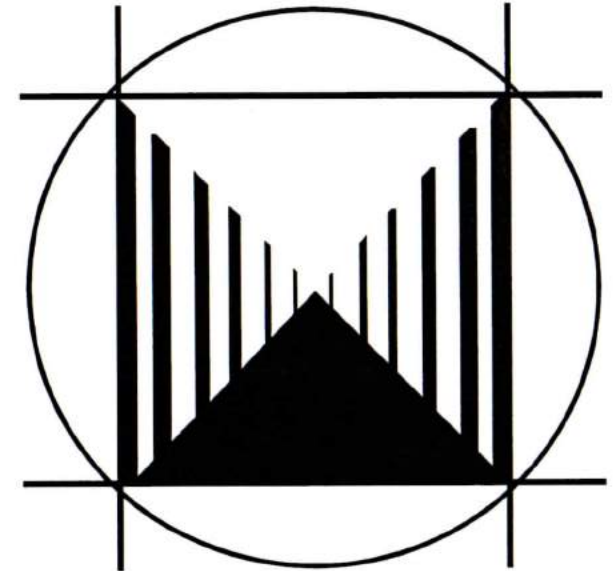

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group, Inc.

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877-765-6836



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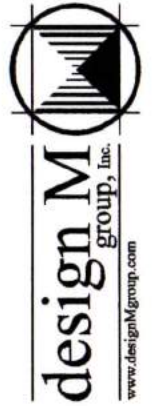


Location Analysis
Office Space Guidelines
Programing
Feasibility Plans
Interior Design
Planning

Overall Project
Coordination

Prelease Services

Executive Summary



Why Is This In Front Of You?

Most small and medium firms do not have facility departments capable of managing a relocation of their office space.

The Design M Group is here to assist you in the collection of the required data and condensing it into usable information for you to efficiently work with your Real Estate Broker and successfully relocate your organization.

Who Are We ?



We Are A Full Service
Real Estate Consulting Organization
Designers, Planners, Design Build & Consultants
With Offices in New York City

Some of The Services We Provide

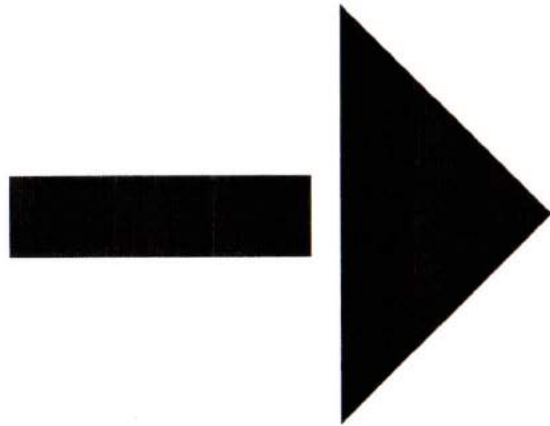
Location Analysis
Office Space Guidelines
Programing
Feasibility Plans
Interior Design
Planning
Environmental Design
Value Engineering
Inspections

Overall Project
Coordination
Contract Administration

We are equipped to provide you with a
"Turn Key" operation for your project.

Knowing The Process

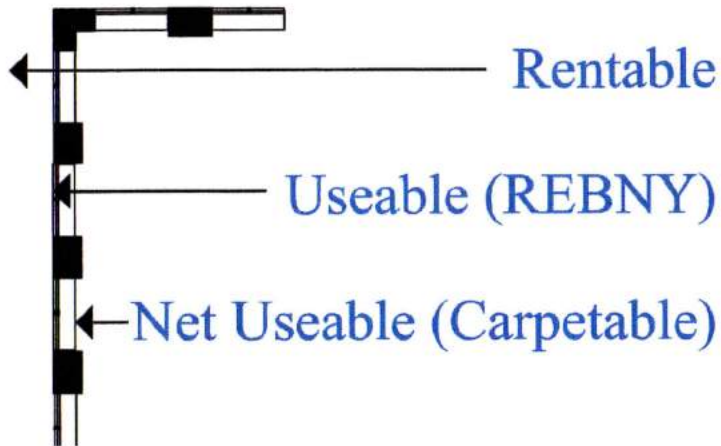
START



- A. Real Estate Terminology
- B. Four Things You Must Know
- C. Location, Location, Location
- D. Comparisons
- E. Management of Time & Money
- F. Results

Words We Use

Floor Area Terminology



Rentable Square Footage

REBNY The Real Estate Board of New York
2011 Diary and Manual Recommended Method
of Floor Measurement for Office Buildings states...

"RENTABLE AREA"

Because of dissimilarities among buildings,
calculations of rentable area may vary.
If requested, owners should disclose to
prospective tenants the loss factor used
for spaces under consideration."

Rentable Square Footage is useful in
determining the rent but little else.

You will need additional information to
determine if your organization will work
in a prospective space.

Useable (REBNY)

REBNY The Real Estate Board of New York
2011 Diary and Manual Recommended Method
of Floor Measurement for Office Buildings states...

"USEABLE AREA"

Measure the floor to the outside surface of the building.
Subtract from this area... the nominal four inch
enclosing walls..." and their various parts of the
building depending on whether it is a single
tenant or multiple tenant floor.

Some of the areas that are subtracted include....

- Public Elevators
- Public Stairs
- Public Corridors
- Toilets
- HVAC Rooms

Net Useable (Carpetable)

REBNY The Real Estate Board of New York
2011 Diary and Manual Recommended Method
of Floor Measurement for Office Buildings
does not have a definition for Net Useable or
Carpetable Area.

NET USEABLE OR CARPETABLE AREA

The common understanding of this
definition is the obvious, that is, it
is the floor area that a carpet can
be placed on which can be used
any way a tenant needs.

? ? ?
? Four Things ?
? You Must
? Know
? Prior to any
? Search For Space

Area Guidelines

Area guidelines are different for every Industry Type.

Within each Industry Type individual organizations may have different levels of desired density for their office spaces.

This is an example of Square Footage* requirements per person by Industry Type.

Type	High Density	Low Density
Accounting	150	180
Advertising/Public Relations	125	215
Brokerage (Trading)	110	200
Consumer Products	170	210
Data Processing	140	160
Executive Sales/Marketing	220	250
Financial Services	150	180
Insurance	135	150
Legal (Sq. Ft. Per Partner/Associate)	525	1,000
Non-Profit	140	200

*Net Usable (Carpetable)

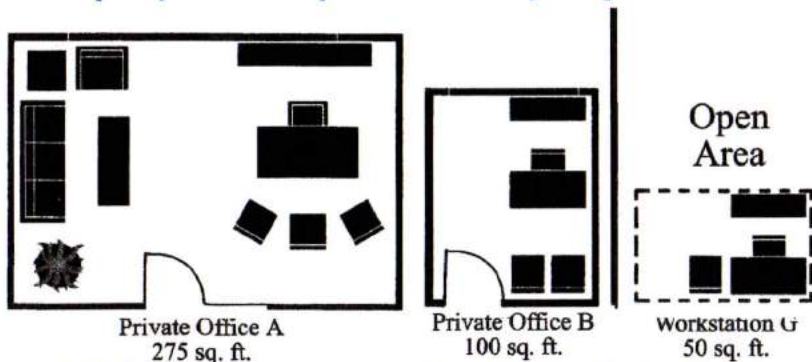
Densities May Vary Depending upon Actual Location and Specific Requirements of the Users.

Office Standards (Office Space Guidelines)

All organizations need office standards.

They are the base tool in determining the quantity of office space required.

Office standards must be created based upon the types of work and privacy needs of each position level within your organization.



The Design M Group can assist you in establishing the right density for your organization to make the best use of your new space.

* Today some organizations are utilizing Open Area Workstations more and Private Offices less.

Program of Requirements

Program Requirements are different for every Department.
This Example is of an Accounting Department.

These are the Area Requirements* for the Personnel Based on the Office Space Guidelines.

Position	Office Type	Office Area	Personnel Present	Personnel Future	Total Area
Vice President/Treasurer	A	250	1	1	250
Executive Secretary	E	80	1	1	80
Controller	B	100	1	2	200
Supervisor	E	80	1	2	160
Clerical	G	50	4	6	300
Outside Auditor	G	50	1	1	50
Payroll Clerk	G	50	1	1	50
TOTAL PERSONNEL			10	14	
Subtotal Area					1,090
20% Interdepartment Circulation					218
■ TOTAL PERSONNEL AREA REQUIREMENT					1,308

These are the Area Requirements* for the Supportive Areas

Function	Quantity	Unit Area	Area
Lateral File with Overfile	8	13	104
Lateral File with Countertop	9	13	117
Storage Closet	1	8	8
Printer Station	1	30	30
Subtotal Area			259
20% Interdepartment Circulation			52
■ TOTAL SUPPORTIVE AREA REQUIREMENT			311

DEPARTMENT SUMMARY

■ SUPPORTIVE AREA	1,308
■ PERSONNEL AREA	311
DEPARTMENT TOTAL	1,619

*Net Usable (Carpetable)

Total of All Departments Program Requirements*

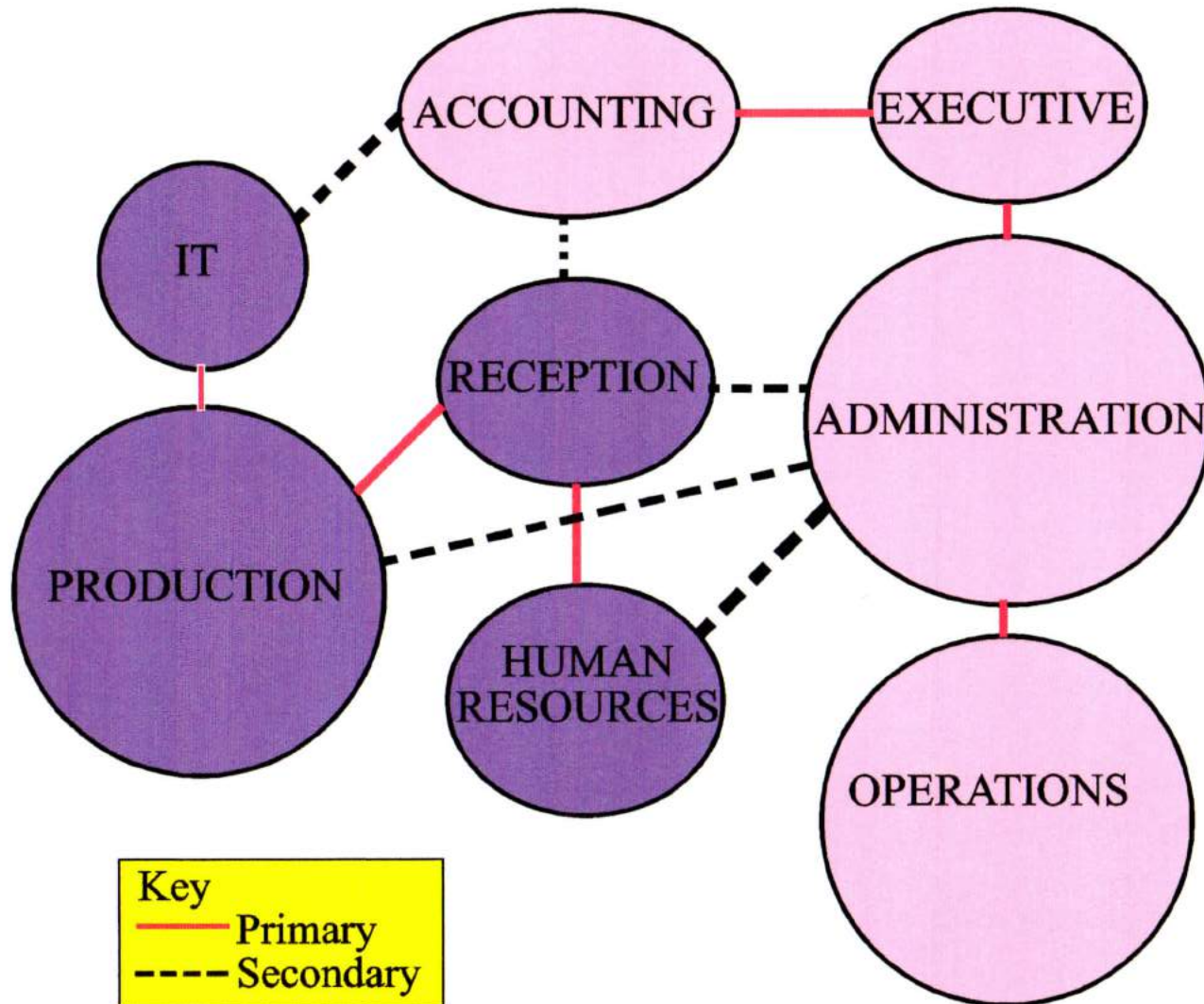
Department	Personnel Present	Personnel Future	Support Area	Area Totals
Executive	4	4	210	1,075
Accounting (This Department's detail is the example shown above)	10	14	311	1,619
Human Resources	4	5	185	1,132
Administration	12	13	750	3,654
Operations	40	45	650	3,562
IT	7	8	650	1,736
Production	25	28	850	2,756
Common Areas (Break Rooms)	0	0	3,025	3,025
(Personnel Totals)	102	117		
Subtotal Area				18,530
20% Interdepartment Circulation				1,853
TOTAL SQUARE FOOTAGE REQUIRED*				20,383

*Net Usable (Carpetable)

(174 sq. ft. per person)

Adjacency Requirements

Prior to accomplishing a test layout the Adjacency Requirements of the varrious departments within the organization must be determined



This is a sample of an Adjacency Chart

Location Location Location



Data Collection

Which part of town to locate to may depend on where your customers or suppliers are located, or where your executives and or your employees may live in comparison to your choices.

Your organization determines the importance of each.
We create a standard of deviation so you can compare the different locations.

Location	Customers	Suppliers	Executives	Employees
A.	2	3	1	3
B.	4	3	2	4
C.	1	2	5	3
D.	4	4	1	5
E.	5	1	1	4

A scale of 1 to 5 is used for each
with 1 representing the highest number being the closest.

Availability of Space

Location	Schedule Difficult	Schedule Tight	Schedule Manageable	Schedule Works Best
A.	-	-	-	●
B.	-	-	●	-
C.	-	-	●	-
D.	●	-	-	-
E.	-	●	-	-



Availability of Transit

Location	Commuter Rail Bus Term.	Subway Stations	Express Bus Stops	Highway Entrances
A.	2	1	1	4
B.	3	4	1	3
C.	2	2	2	4
D.	1	2	1	2
E.	4	3	1	4

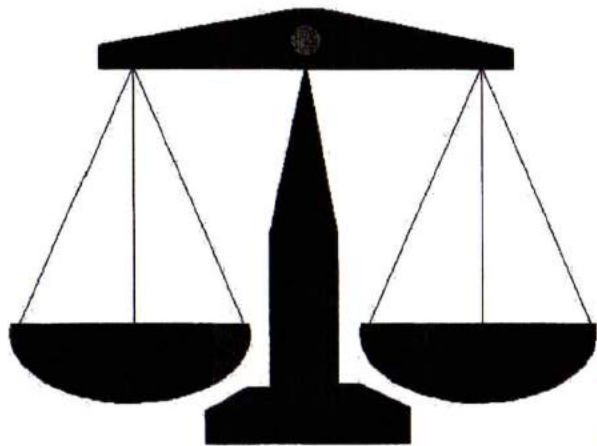
A scale of 1 to 5 is used for each
with 1 representing the highest number being the closest.

We Will
Coordinate
All Information
with your
Real Estate Broker
for your
Organization

Comparisons

When the prospective spaces have been narrowed down to a smaller number of specific spaces the next step is to compare the following aspects of those spaces.

**These comparisons are based on the
Tenant Program Requirements**



Square Footage Efficiency
Proposed Work Letter
Departmental Adjacencies
Floor Configuration
Building Systems & Services

Square Footage Efficiency

Client Program Requirements....
20,383 SF Net Usable (Carpetable)

Building	Rentable	Usable (REBNY)	Net Carpetable (Carpetable)
A	29,150 SF	22,562 SF (22.60%)	20,400 SF (30%)
B	30,000 SF	23,370 SF (22.10%)	20,400 SF (32%)
C	30,500 SF	23,256 SF (23.75%)	20,400 SF (33%)

Work Letter

Landlord Work Letter Contribution towards the Build Out or Construction Costs are based upon Rentable Area.

The true Client Cost of Construction would be Based upon Net Usable (Carpetable) Area

Building	Landlord Contribution		Work Letter * Value (\$/SF) Net Usable (Carpetable)
	Free Rent Months	Work Letter Value (\$/SF) Rentable	
A	6	\$32.00	\$45.73
B	2	\$45.00	\$66.18
C	12	\$38.00	\$56.81

*This is the reduction in Construction Costs per square foot each landlord will be contributing to the total construction costs per square foot (Net Usable or Carpetable)

Building Systems & Services

This is a sample of the criteria used to compare the Systems and Services of Buildings.

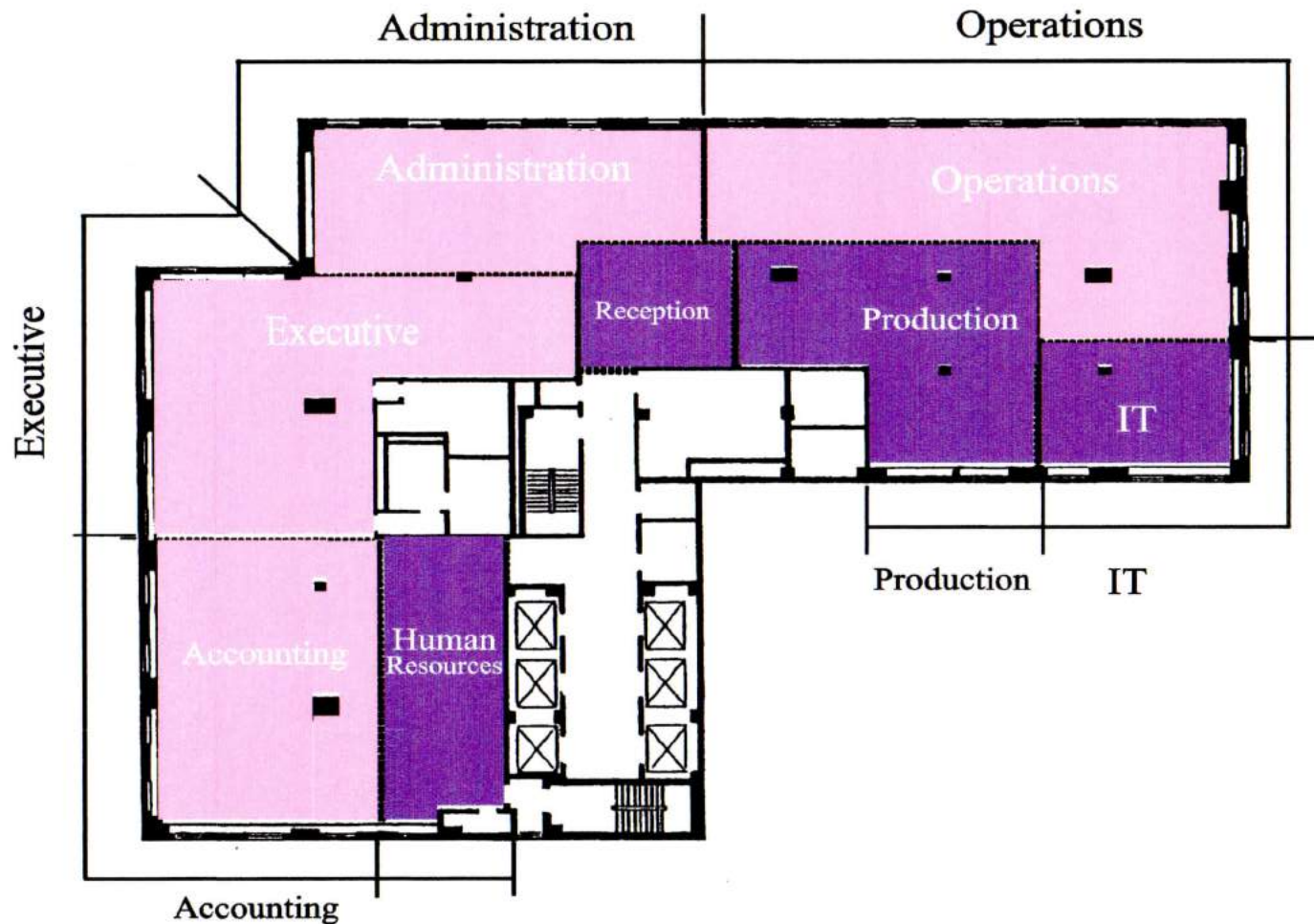
The Comparisons are always Based on the Specific Tenant Program Requirements

Floor Configuration	Window mullion Spacing Column Spacing Ceiling Height
Building Systems	HVAC Electrical Services Plumbing
Building Services	Elevators Passenger Freight Security Emergency Power



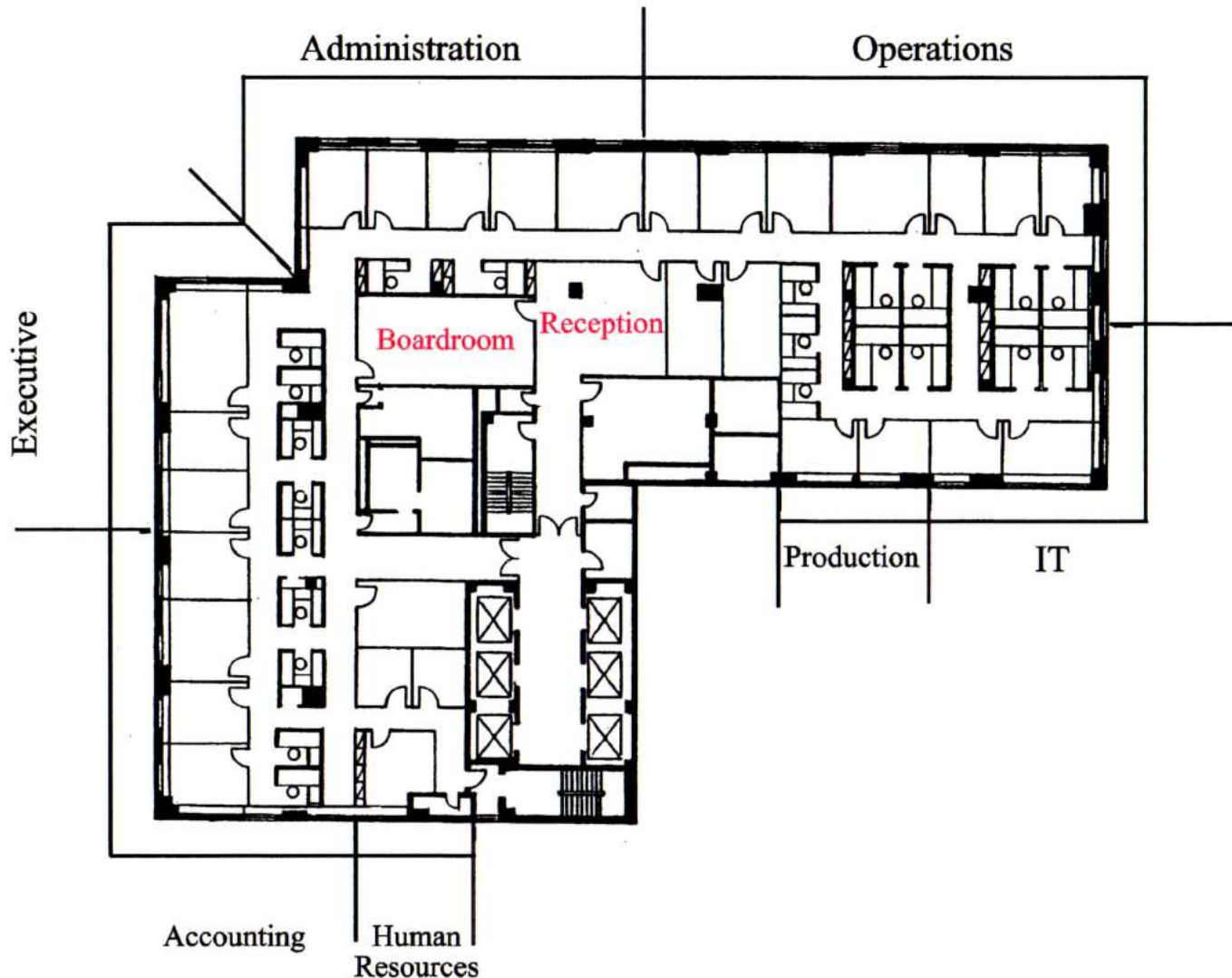
Departmental Adjacencies

A Blocking Diagram is used to insure that the departments that need to be in close proximity can be in the candidate space.

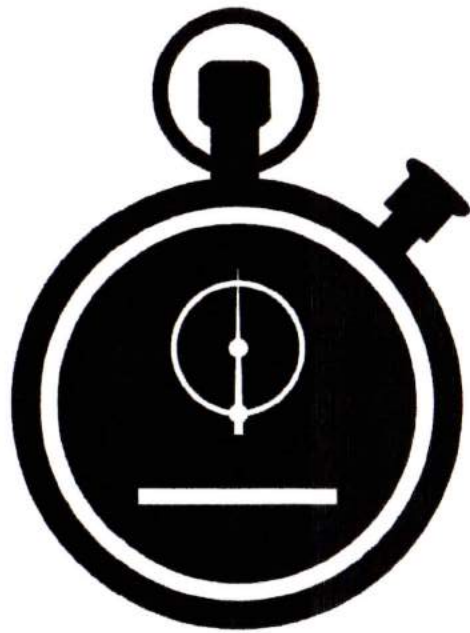


Floor Configuration

Floor Configurations of every building and space is different. To insure that the Floor Configuration works for your organization we can create a test Preliminary Plan.



Managing The Process



Time
and
Money



Time

Project Schedule	Weeks																				
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21
Program Development/Approval	1 Wk																				
Preliminary Planning		2 Wks																			
Surveys	2 Wks																				
Design Concepts/Presentations			3 Wks																		
Furniture/Furnishings Program										12 Weeks											
Construction Drawings - Architecture						3 Wks															
Construction Drawings - Engineering							3 Wks														
Coordination with Engineers								2 Wks													
Contract Negotiations										2 Wks											
Construction												8 Weeks									
Carpet Installation																				2 Wks	
IT Equipment, i.e. Telephone														4 Weeks						2 Wks	
Moving																				1 Wk	

Construction Budget

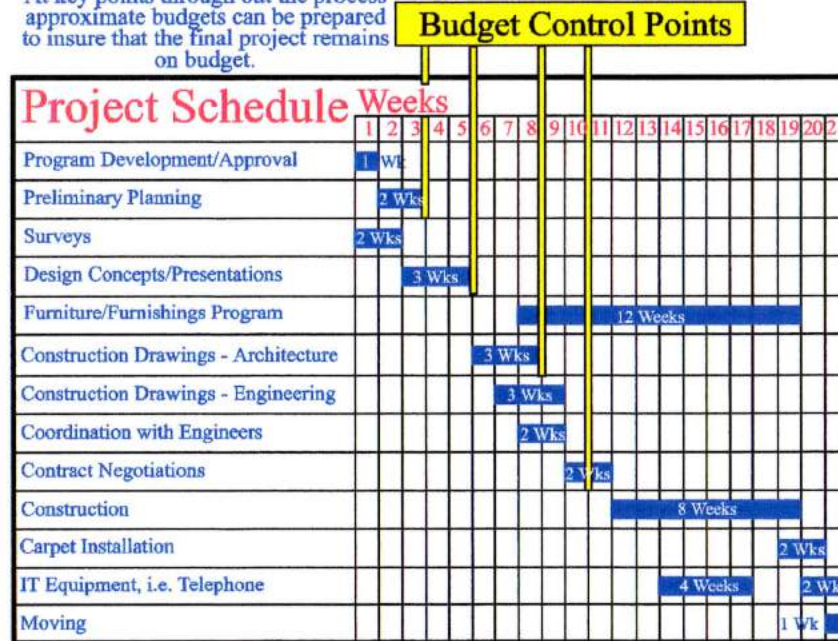
Trade	Low	High
Demolition	\$50,000	\$90,000
Drywall	150,000	270,000
Hardware	30,000	54,000
Ceiling	170,000	306,000
Millwork	50,000	90,000
Electrical	190,000	342,000
HVAC	110,000	198,000
Plumbing & Sprinklers	50,000	90,000
Paint	50,000	90,000
Carpet	150,000	270,000
Contingency (10%)	\$100,000	\$180,000
General Conditions	\$110,000	\$198,000
Overhead & Profit (15%)	\$181,000	\$326,700
At 20,000 SF	\$1,319,500	\$2,504,700
Net Usable (Carpetable)		
Approximately	\$70/SF	\$125/SF

Furniture Budget

Area	Qty	Low	High
Reception - Seating	4	\$3,500	\$8,000
Board Room - Seating	12	9,000	18,000
Conference - Seating	10	3,500	6,000
Lounge - Seating	16	4,000	12,000
Private Office "A"	10	135,000	250,000
Private Office "B"	16	120,000	240,000
Open Area Workstation "E"	26	65,000	208,000
Open Area Workstation "G"	35	105,000	140,000
Storage Files	40	10,000	30,000
Subtotal		455,000	912,000
Contingency (10%)		45,500	91,200
Total		\$500,000	\$1,003,200
At 20,000SF			
Net Usable (Carpetable)			
Approximately		\$25/SF	\$50/SF

Cost Control

At key points through out the process approximate budgets can be prepared to insure that the final project remains on budget.



Certificates of Payment

Certificates of Payment provide the client with the professional review of all requests for payment to insure that they are accurate.





Results



Client Satisfaction



Proper Image Portrayed to Clients/Customers

More Efficient Office Space

Healthier Environment for Staff

Staff Satisfaction

"A WIN WIN SITUATION"

Results In Repeat Clients For All Team Members

**The Tenant,
Brokers, Designers, Engineers, Contractors
Furniture Dealers, Service Providers, Movers**

Some of the Satisfied Clients Our Team Has Served



American Telephone and Telegraph
Automated Data Processing
CitiBank

Coffee, Sugar, Cocoa Exchange
Continental Insurance

E.I. Du Pont de Nemours

Loews Corporation

Merck & Company

Morgan Bank

Mutual of New York

NBC Nightly News

Orion Pictures

Otis Elevators

U.S. Committee for UNICEF

WWOR/TV

Closing Summary

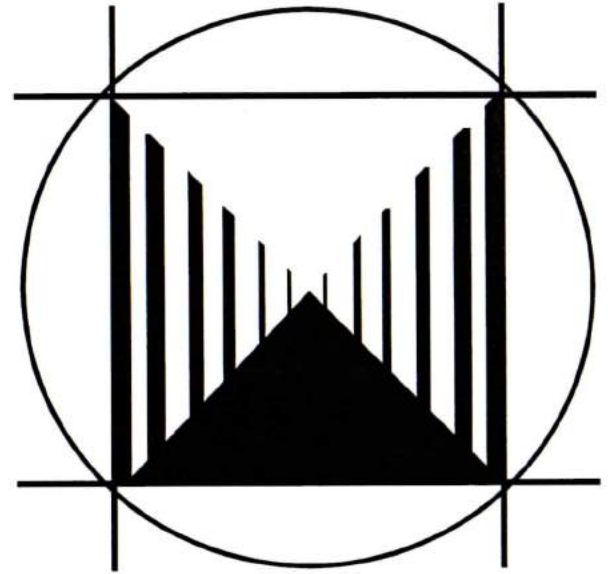
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