



Janna Luce

Principal

Professional Experience

With over 21 years extensive experience and expertise in commercial real estate, Janna has a client driven focus in her work. She views each client representation as a partnership and works closely with each to gain a complete understanding of the client's goals and challenges to ensure that their real estate is fully aligned with their overall business objectives.

She is passionate about providing solutions for clients in terms their physical space, brand, people, and all of their needs. Janna is very detail oriented which she uses to negotiate the best deals for her clients. With her strategic planning background, Janna utilizes her expertise to advise her clients on how to create optionality and flexibility in lease negotiations that would work best with their future growth and space expansion plans.

Understanding the importance of diversity and inclusion has always been a focus of Janna. While attending Mount Holyoke College, she studied International Relations and Spanish and studied abroad in Spain which gave her a wide appreciation of cultures around the world. Afterward, she graduated from Boston College Law School where she enhanced her skills in negotiating business terms and contracts, to focus on the corporate real estate needs of Bay Area commercial tenants.

The lessening of environmental impacts has always been a priority to Janna. Using her background in law and US Green Building Council LEED accreditation, Janna has been a featured speaker on the topic of "green leases" and a contributor to the Model Green Lease Task Force.

Janna is an avid equestrian who competed in many national level eventing competitions. In her spare time, she serves on the Advisory Board for Young Audiences of Northern California, a non-profit whose mission is to create arts experiences that inspire young people, expand learning, and enliven communities.

Select Clients

- Chime
- Upwork
- Group Nine Media
- Spectrum Equity
- Momentive (fka SurveyMonkey)

Specialties

- Occupier Representation
- Corporate Real Estate Services
- Financial Analysis
- Lease Negotiation
- Workplace Strategic Planning Services including Space Forecast & Budgets
- Disposition
- Location Intelligence
- Expertise in Green Leasing

Affiliations

- LEED Accredited Professional
- Board Member, Young Audiences of Northern California

Licenses

- Member, State Bar, California
- Licensed Real Estate Broker, California (Lic. 01255526)

Contact

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