

Simple Science

The Centrum
3102 Oak Lawn,
Dallas TX 75219

Seeking to align culture and brand, flight-to-quality and workforce experience to office space needs



Client Objectives

Simple Science is a full-service experiential agency that works with clients to produce transformative experiences to engage, educate, and motivate organizations and people. Being primarily based in southern California, Simple Science was in the process of moving part of its business to the Dallas market and needed a centrally located office that fit the culture of the organization and its people.

Actions

Through an existing client referral, Cresa was introduced to Simple Science to discuss relocating from a co-working arrangement into a more permanent solution. After initial conversations and needs analysis, Cresa explored opportunities to provide Simple Science with a cool, modern, converted warehouse environment or a centrally located high-rise office option near retail and nightlife amenities. After an in-depth, experiential touring exercise, Simple Science proceeded with high-rise office options. As options were vetted, Simple Science short-listed two finalists, which offered flexible lease terms, competitive market rates, and compelling tenant improvement allowances.

Results

Simple Science selected The Centrum in North Dallas for its new office location as the company believes the property, location, and surrounding well-represented Simple Science's culture and brand. With flight-to-quality being paramount, Simple Science could provide its workforce with an amenity-rich tenant experience, including on-site restaurants, a fitness center, a rooftop deck, a community courtyard, a tenant lounge, and secure-covered parking within walking distance of surrounding Oak Lawn neighborhood destinations. Cresa successfully negotiated a flexible lease, at a discounted rental rate for a former spec suite which included furniture and allowed for cosmetic upgrades to the space.



Notable Terms & Savings

- Below Market Rent
- Partially Furnished & Move-In Ready
- Flexible Lease Term
- Minimal Business Disruption



Services Provided

- Transaction Management
- Site Selection
- Financial Analysis
- Workplace Consulting
- Lease Negotiations

Working with Alex was an absolute game-changer. His expertise, dedication, and tireless commitment to finding the perfect space for us exceed expectations. He truly went above and beyond to understand our unique needs, creative vision and budget constraints. Alex made the process smooth and stress-free, and his knowledge of the market was invaluable.

Lindi Wyner
Director, Events & Travel,
Simple Science