

Dallas/Fort Worth | Office

Yes, Brokers Collaborate with LiquidSpace for Subleases

DALLAS—The traditional leasing model is not going away, but brokers routinely explore alternative and flexible workplace strategies such as LiquidSpace for occupier clients, such as the recent Salesforce sublease.

By **Lisa Brown**

DALLAS—Demand for flexible workspace solutions continues to grow with startups and large enterprises seeking alternatives to traditional long-term leasing. The **LiquidSpace** platform offers companies of all sizes an end-to-end toolset to discover and transact space via a simple, efficient license model. Options range from co-working spaces and serviced offices to private businesses. The platform also offers sublets to landlords such as **Quadrant Investment Properties**.

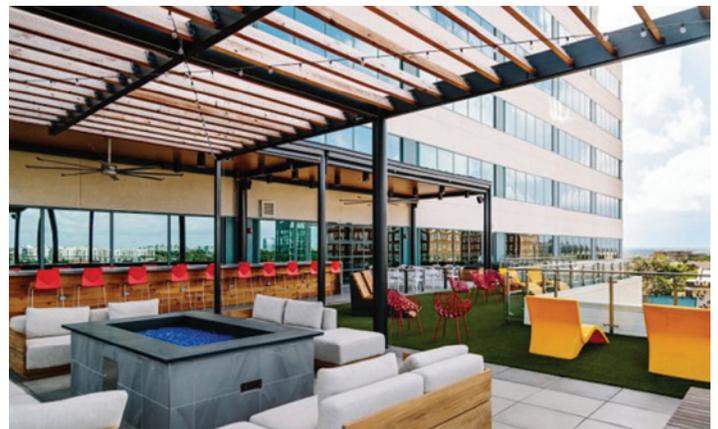
Salesforce.com recently leased flexible office space through LiquidSpace, encompassing 18,172 square feet at **The Centrum**. Quadrant owns the class-A office building in the Oak Lawn/Turtle Creek submarket.

Salesforce.com has significant growth plans for its sales team in the Dallas market, but after reviewing traditional leases within Dallas-Fort Worth, the company opted to utilize LiquidSpace to accommodate its objectives for this office. The resulting transaction involved a unique collaboration between Quadrant Investment Properties, LiquidSpace and **Avison Young**.

“LiquidSpace’s platform and innovative transaction model address a growing need in the Dallas market,” says **Charlie Morris**, a principal of Avison Young based in the firm’s Dallas office. “In order to secure a flexible lease agreement for Salesforce.com, the transaction required a forward-thinking ownership company like Quadrant Investment Properties, along with the right space, location and foresight to accommodate Salesforce’s objectives.”

Based on Salesforce’s tailored requirements for this assignment, LiquidSpace tasked Morris to identify an ownership group willing to work within this unique business model.

“Companies of all sizes are demanding more flexibility within their real estate portfolios,” adds Morris. “LiquidSpace provides an outlet for us to analyze and recommend more flexible options for our occupier clients. The traditional leasing model is not going away, but we have committed to fully exploring alternative workplace strategies which could benefit our client’s financial and operational objectives.”



The Centrum is a class-A office building in the Oak Lawn/Turtle Creek submarket.

Avison Young understood Salesforce’s desire to secure a tenancy in a building and market that could help Salesforce recruit and retain quality talent for its dynamic workforce while focusing on building owners such as Quadrant, that are willing to operate within the unique requested platform structure.

“Our focus is to leverage solutions to augment technology-driven workplace strategies, increase visibility and convert our vacancies more effectively. The intent of the renovations and our common areas in particular has been to provide an elevated level of functionality and aesthetic quality to our tenants,” **Chad Cook**, founder of Quadrant Investment Properties, tells GlobeSt.com. “We hope to create an atmosphere that enhances creativity and collaboration.”

***Lisa Brown** is an editor for the south and west regions of GlobeSt.com. She has 25-plus years of real estate experience, with a regional PR role at Grubb & Ellis and a national communications position at Marcus & Millichap. Brown also spent 10 years as executive director at NAIOP San Francisco Bay Area chapter, where she led the organization to achieving its first national award honors and recognition on Capitol Hill. She has written extensively on commercial real estate topics and edited numerous pieces on the subject.*