



# COMPSTAK

MARKETING STACKUP: DECEMBER 8, 2016  
REGINA GLICK  
VP OF MARKETING, COMPSTAK

COMPSTAK

The **first and only** crowdsourced platform of verified commercial real estate (**CRE**) lease comparables.



SELECT COMPSTAK CUSTOMERS



## WHERE WE ARE TODAY

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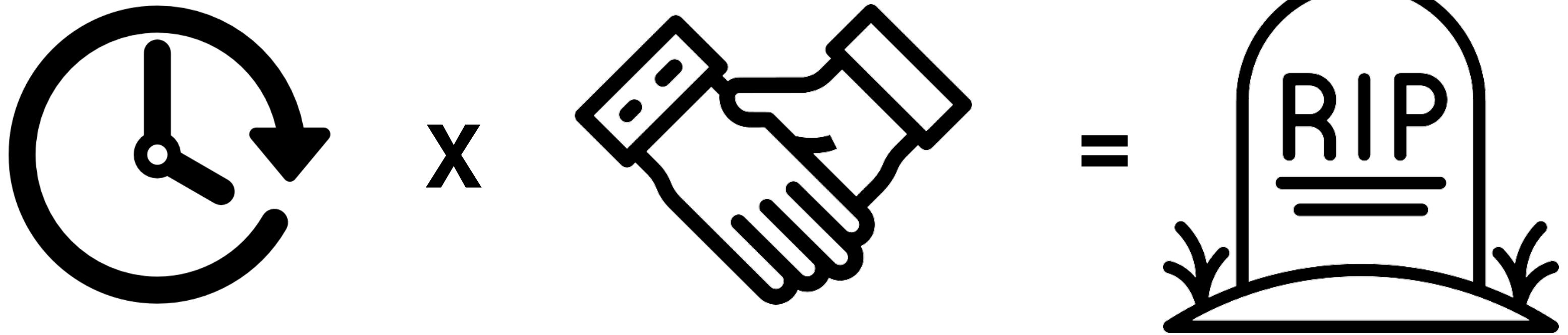
- 36 markets across the US and UK
- over 1,000,000 lease comps collected to date
- 10,000 registered members
- Crain's Top 100 Best Places to Work in NYC 2016



## **lease comp**

/lēz kämp/ *noun*

A record of an office, retail, or industrial space lease transaction that includes information about rent, start and end dates, and other critical information



**Time Kills All Deals**

# OUR MODEL: TRADE THE COMPS YOU HAVE. GET THE COMPS YOU NEED

SEARCH | SAVED SEARCHES | HELP | 3061 CREDITS | GET CREDITS | MG

Bay Area

NEW SEARCH

Search Within View

Radius Filter

Polygon Filter

Office Submarkets

- Alameda
- Angwin
- Antioch
- Berkeley
- Berryessa
- Burlingame
- Calistoga

COLLAPSE

MORE FILTERS

Address, tenant, landlord and more...

Refine 1.4K Leases

Map showing Mountain View, Sunnyvale, Santa Clara, and San Jose.

SEARCH | MY COMPS | SAVED SEARCHES | HELP | 834 CREDITS | GET CREDITS | TU

Map Filters

Search Within

Radius Filter

Polygon Filter

Office Submarkets

Address

Space Type

Building Class

Starting Rent

Net Effective Rent

Lease Type

Transaction Type

Tenant Name

Sublease

My Comps

The Village Voice Building  
36 Cooper Square  
New York, NY 10003

EXCEL | PDF

17 CompStak users have verified this lease data

CORRECT TO EARN A FREE COMP

Lease		Dates		Landlord	
Tenant Name	CompStak	Commencement Date	May 7, 2014	Landlord Name	Hartz Mountain Industries
Transaction Quarter	2014 - Q2	Lease Term	3y 2m	Landlord Brokerage Firms	Coldwell Banker Commercial Alliance
Transaction Size (SQ FT)	7,700	Execution Date	Apr 8, 2014	Landlord Brokers	Nora Stats, Jonathan Mines
Transaction Type	New Lease	Expiration Date	July 7, 2017		
Starting Rent (PSF)	\$45.00	Space			
Free Rent	2m	Space Type	Office	Tenant Brokerage Firms	Centric REA
Rent Schedule	\$0.00/2m, \$45.00/3y	Floors Occupied	Entire 6	Tenant Brokers	Michael Mandel
Net Effective Rent (PSF)	\$39.47	Suite	--		
Work Type	TI	Building			
Work Value (PSF)	\$10.00	Address	36 Cooper Square New York, NY USA 10003	Notes	Rent is inclusive of water, sewer and sprinkler charges - typically additional charges for the building. Space is "plug & play" and includes furniture and wiring from Foursquare. Tenant rep broker waived right to commission, and tenant rep commission was applied as an additional rent credit for Tenant.
Sublease	No	Building Class	C		
Lease Type	--	Building Name	The Village Voice Building		
Current Rent (PSF)	\$45.00	Property Type	Office		
Concessions Notes	Landlord will paint, light demo and repair	Submarket	NoHo Greenwich Village		
Operating Expenses Type	Annual Escalation	Building Floors	7		
Operating Expenses Notes	2.5% annual increases;Electric - \$2.75;Taxes 2014-2015 Base Year	Year Built	1930		

COMPSTAK

Bigger dreams than budgets







# Driving Outbound

## HOW WE FIND THE RIGHT PEOPLE

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*Target: CRE brokers actively doing deals in my markets*

### **Challenge:**

- Off the shelf email and advertising tools not granular enough
- Roadblocks for many of our more creative approaches

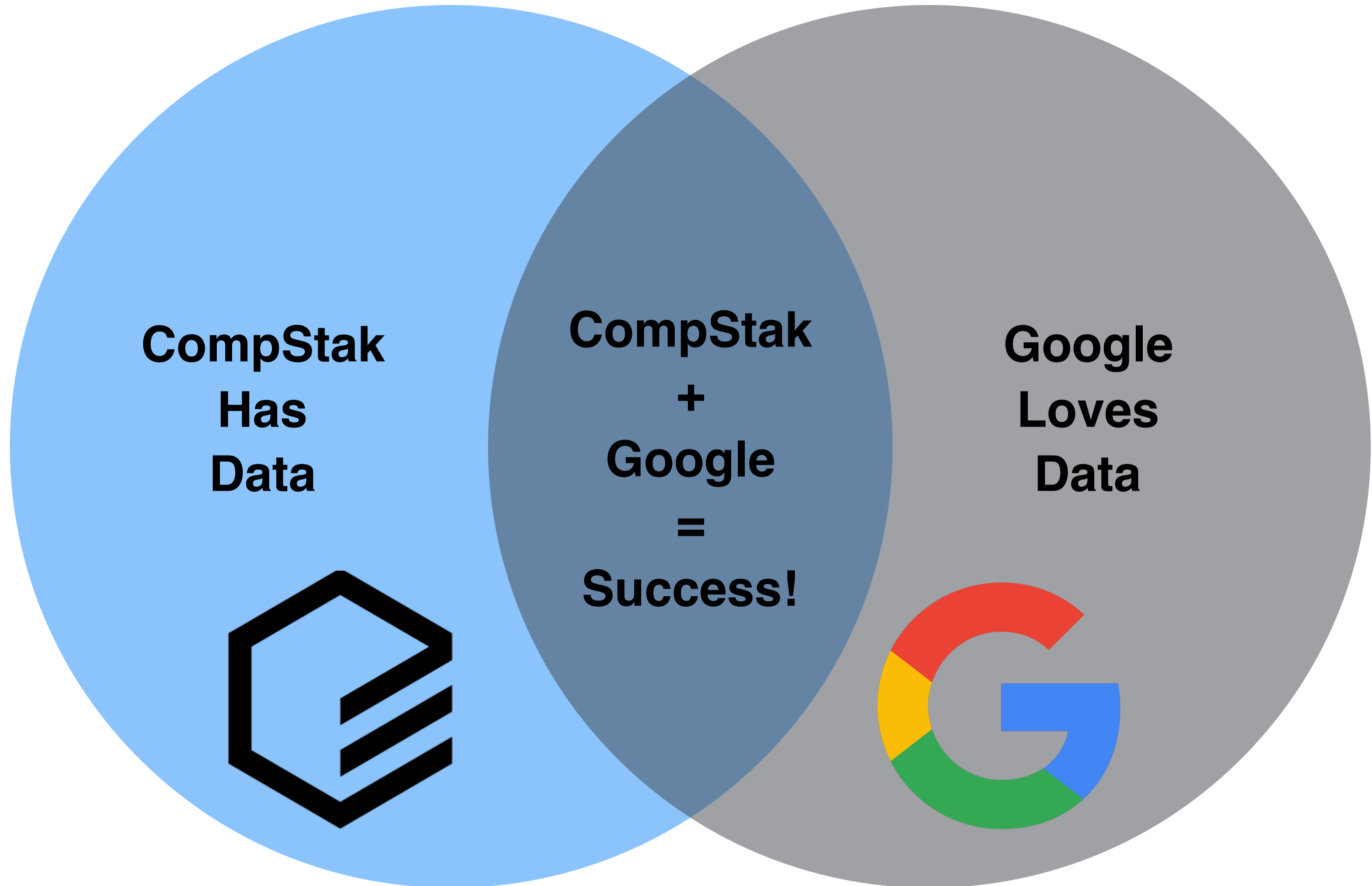
### **Solution:**

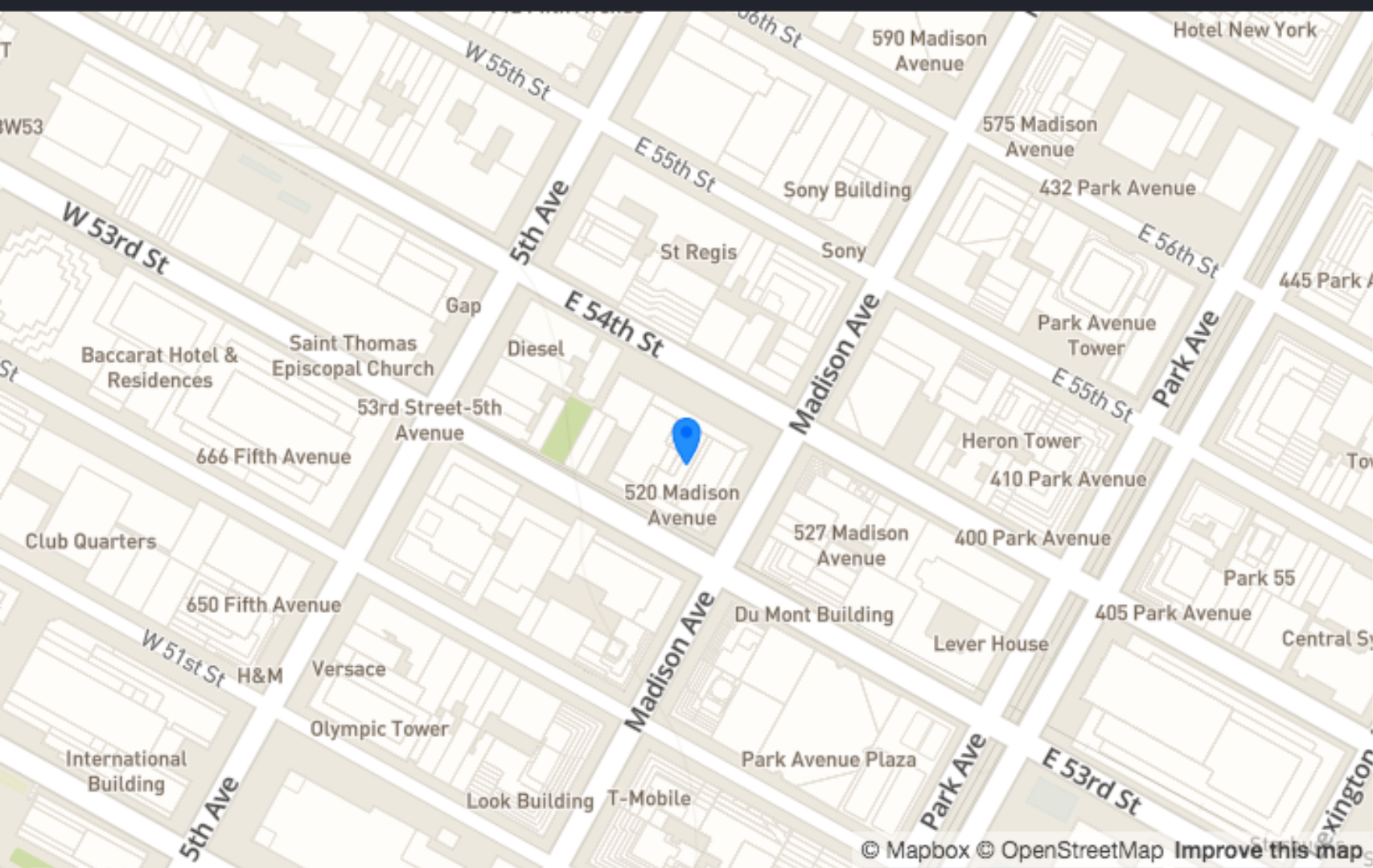
- Partner with our Research team
- Realize we're sitting on a gold mine





# Driving Inbound





### 520 Madison Avenue

520 Madison Avenue, New York, NY

520 Madison Avenue is located in New York, NY. Built in 1982, this 43 story office property spans 1,046,754 SQFT. CompStak has 25 lease comps for this property, dating from 2004 to 2015.

VIEW ON COMPSTAK

### 520 Madison Avenue Commercial Lease Comps:

TENANT	LEASE SIZE:	0-10K SQFT
Reiss	SPACE TYPE:	Retail

[VIEW FULL LEASE COMP](#)

Get access to full lease comp information on CompStak.

TENANT

# Hartman Luggage

LEASE SIZE:	0-10K SQFT
SPACE TYPE:	Retail
YEAR LEASED:	2014
YEAR EXPIRES:	2024

- 🔒 Building Class
- 🔒 Building Floors
- 🔒 Building Size
- 🔒 Commencement Date
- 🔒 Comments
- 🔒 Cross Streets
- 🔒 Current Rent
- 🔒 Effective Rent
- 🔒 Execution Date
- 🔒 Expiration Date
- 🔒 Floors Occupied
- 🔒 Free Rent
- 🔒 Landlord Brokerage Firms
- 🔒 Landlord Brokers
- 🔒 Landlord Name
- 🔒 Lease Term
- 🔒 Property Type
- 🔒 Retail Notes
- 🔒 Starting Rent
- 🔒 Sublease
- 🔒 Submarket
- 🔒 Tenant Brokerage Firms
- 🔒 Tenant Brokers
- 🔒 Tenant Industry
- 🔒 Work Type
- 🔒 Work Value

\*Available to CompStak members and customers

[VIEW FULL LEASE COMP](#)

Get access to full lease comp information on CompStak.

All News Images Maps Shopping More Settings Tools

About 174,000 results (0.80 seconds)

520 Madison Avenue Tenants:

- Tenant. Year Signed Lease Type.
- Reiss. 2015 New Lease. View Comp.
- Hartman Luggage. 2014 – View Comp.
- Standard Bank. 2014 New Lease. View Comp.
- Bank of China. 2014 New Lease. View Comp.
- Davidson Kempner. 2014 New Lease. View Comp.
- Jefferies. 2013 Renewal/Expansion. View Comp.
- Jefferies. 2013 Renewal/Expansion.

More items...

520 Madison Avenue New York, NY commercial lease comps and ...  
https://property.compstak.com/520-Madison-Avenue-New-York/p/1562

About this result • Feedback

520 Madison Avenue New York, NY commercial lease comps and ...

https://property.compstak.com > ... > New York City > Madison/Fifth Avenue ▾  
520 Madison Avenue Tenants: Tenant. Year Signed Lease Type. Reiss. 2015 New Lease. View Comp. Hartman Luggage. 2014 – View Comp. Standard Bank. 2014 New Lease. View Comp. Bank of China. 2014 New Lease. View Comp. Davidson Kempner. 2014 New Lease. View Comp. Jefferies. 2013 Renewal/Expansion. View Comp. Jefferies. 2013 ...

520 Madison Avenue | The Real Deal New York

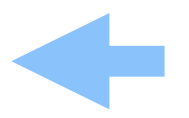
therealdeal.com/new-research/topics/property/520-madison-avenue/ ▾  
Financial services firm Jefferies & Company occupies 473,079-square feet at 520 Madison Avenue, nearly half the building. Other notable tenants are Carlyle Investment Management, which takes 117,000 square feet of space, and Davidson Kempner Capital Management, which occupies over 70,000-square-feet.

Manhattan's 10 most valuable office leases of Q1 - The Real Deal

therealdeal.com/2013/05/14/manhattans-10-most-valuable-office-leases-of-q1/ ▾  
May 14, 2013 - Overall, office tenants gave Downtown a resounding vote of confidence in the first quarter, with five of the ... Address: 520 Madison Avenue

520 Madison Avenue, New York, NY| Commercial Real Estate NYC ...

www.tishmanspeyer.com/properties/520-madison-avenue ▾  
520 Madison Avenue, one of the most prestigious business addresses in New York ... Paddle tennis court available by appointment to tenants and their guests ...



520 Madison Avenue, New York City | 42Floors

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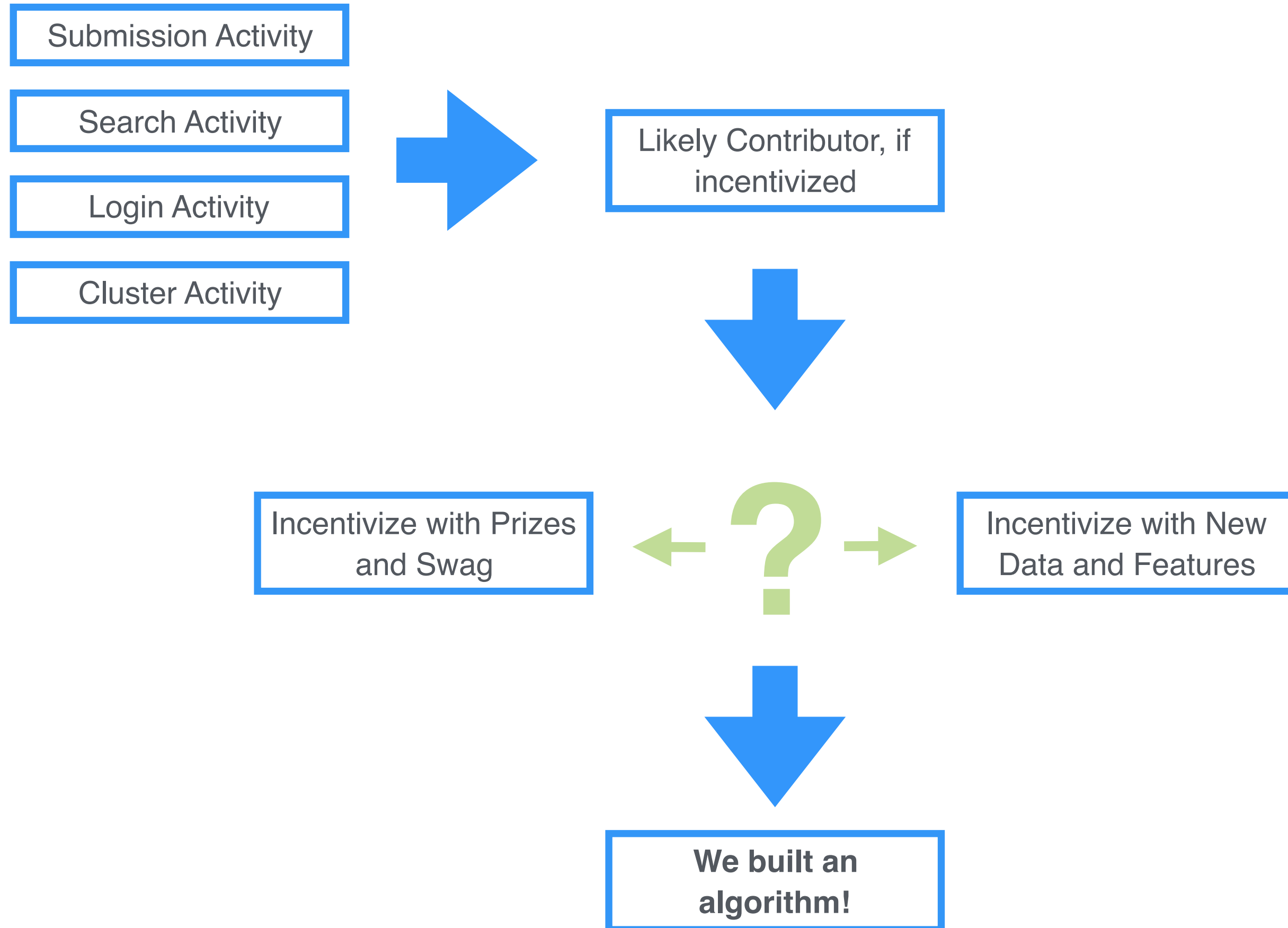


# Driving Engagement

# 1 / 9 / 90 Rule

## TALKING THE TALK

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Have Fun

NEVER UNDERESTIMATE THE POWER OF COOL SWAG

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CRE//Tech Intersect @CRETechIntersec · Oct 5  
Thanks @CompStak @CompStakCEO for hosting a great Founder & Sponsor Reception #CRETech #Compsocks



1 5 17



Todd Hershman @TheHersh62 · Sep 29  
Thanks to @CompStak @CompStakCEO for the add them to the #sockgame wardrobe #swagth



1 1 6

Ross Hoffman @rosshoff68 · Sep 29  
#compsocks @CompStak



1 2

Jake Conen @jrconen · Oct 30  
@CompStak BOOM!!!! #CompSocks



COMPSTAK

The real secret sauce is how  
you leverage your broader  
team.





COMPSTAK

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Passage of Time free icon

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Pack: Halloween