The Swig Company Accelerates Leasing with Smart Flex Suites

High Tenant Satisfaction and Lower Building Operating Costs

Demand for Greater Flexibility

Tenants of The Swig Company buildings are increasingly expecting more flexibility in their leases and a wide range of advanced amenities. "We see a trend towards larger companies wanting to take advantage of the options that flex spaces offer," said Jay Scholten, vice president of innovation and asset management at the Swig Company.

Adding Digital Services to Improve the Flex Model

To address the changing tenant requirements, The Swig Company had previously partnered with LiquidSpace to offer flex suites in its buildings. In one of their buildings however, Scholten's team faced a different situation: an entire floor that had been vacant for an extended period of time. "We had made some marketing investments and tenant improvements, but we didn't see the activity we expected," Scholten reported. "So we decided to try a new approach".

For this space, The Swig Company worked with LiquidSpace on a new buildout model called altSpace. LiquidSpace helped package a complete flex space offering that includes Smart Digital Workplace Services from Join, a click-through license agreement from LiquidSpace and a complete SteelCase furniture deployment. The Swig Company packaged this offering under their new h3experiences platform.

Join Smart Workplaces Services eliminated the need for tenants to buy, install, maintain or support the network infrastructure or digital services for employees. The click-through license agreement helps shorten and simplify the leasing process, and the SteelCase furniture deployment helps potential tenants envision an occupied space and how it would be utilized.

"Incorporating the Join Cloud into a premium flex space package enabled us to completely set up and enable the suite before a tenant moved in. There was no rush to coordinate delivery of services, and lead times were eliminated," Scholten noted. "Furthermore, since many flex office spaces offer digital services, this model felt familiar to companies that we wanted to attract."

Two Weeks to Digital Services

Once the Swig Company decided to deploy Join, the equipment installation, connection to the Join Cloud, configuration, wiring and testing were completed in just two weeks.

ABOUT CODING DOJO

Coding Dojo is a leading national coding bootcamp that transforms lives through programming literacy. It is the first school to teach three full stacks of software development in 14 weeks: an ability only acquirable through years of refinement and only enabled by a staff of seasoned web developers through decades of programming experience.

ABOUT THE SWIG COMPANY

The Swig Company, LLC is a privately-owned real estate investor operator based in San Francisco with a venerable 80-year history of investment, development, partnership, and management of commercial properties in major U.S. markets.

ABOUT JOIN

Join is a cloud-based smart building and smart workplace platform that helps property owners create tech-forward buildings, streamline operations, meet regulatory compliance requirements, and deliver high performance on-demand digital services that help ensure outstanding tenant experiences.

Faster Leasing Cycles

After the Join-enabled flex suite was ready, a broker presented a tenant that was looking for space and needed immediate access to data and internet services. The tenant moved into the building space just six days after first expressing interest. "A key for the tenant leasing and occupying the space so quickly was the tenant did not have to deal with the typical delays from buying or installing equipment or contracting with an ISP or support organization." Scholten said. "Offering a move-in ready space gave us the opportunity to attract tenants that we would not normally be able to target."

"When we first moved into the space, we were told that high-performance internet was included, said David Chanoine, Program Director at Coding Dojo. We really didn't know that meant, because in the past we would have had to buy and install the physical network equipment and then sign up for an ISP agreement."

"The fact that we could move into the space so quickly and have the internet service active immediately was a great benefit to the Coding Dojo staff and students. We were able to be productive on day one and start our classes immediately."

Join Smart Building Cloud Lowers Operations Costs

In addition to the suite buildout, the Swig Company planned to bring in a new circuit to support the HVAC system in the building. Since the building was already Join-enabled, the Swig Company could simply add this key system via a secure, segmented slice on the Join network. The fact that the Join Cloud could securely add any building system (such as security cameras, access control, or occupancy sensing) without adding new equipment or ISP service contracts in the building was a significant value-add for the Swig Company's internal stakeholders.

"When we did the analysis comparing the Join Cloud to a traditional approach, Join provided clear advantages in terms of implementation, cost, security and flexibility," Scholten remarked. "As we look to Join-enable more tenant spaces in our portfolio, we are interested in incorporating the benefits and advantages of Join into our own building operations." And with Join in the building, tenants with more specific needs can quickly add premium features on-demand.

Building a Strong Value Proposition for the Future

"Traditional leasing is not going away, but companies are concerned about committing to decisions that will impact them for five to seven years. We see flex spaces as a way to attract new tenants to our properties who are not currently ready to make long-term lease commitments. Once a tenant is in the building, we have the opportunity to build a relationship and help them grow into long-term leases over time. The plug-and-play availability of secure, enterprise-class services from Join is a valuable part of this strategy."

"Coding Dojo is a great example of how focusing on the needs of today's tenants brings substantial benefits to owners and tenants alike," said LiquidSpace CEO Mark Gilbreath. "LiquidSpace created a way for the tenant to both visualize the workspace and facilitate a faster leasing process. Join delivered secure, on-demand cloud services platform that enabled the tenant to be productive on Day One and not have to build out their own infrastructure."