



# RD&F ADVERTISING

14901 Quorum Drive, Suite 400, Dallas, TX

## SUCCESS STORY



### Product Type

Office

### Assignment Size

7,847 SF

### Service Offerings

Tenant Representation  
Site Selection  
Construction Management  
Contract Negotiations  
Lease Audit

### Client Feedback

“From market research to contract negotiation and construction management, their team allowed us to operate our business and secure a long-term commitment that will profit our company for years. Any business that thinks they don’t need professional representation working on their behalf is incorrect!”

Mark C. Davis, President  
RD&F Advertising, Inc.

### Overview

RD&F Advertising, Inc., a full-service advertising agency based in Dallas, Texas had originally located its corporate headquarters in Quorum Place seven years ago. In 2010, after being named a DCEO best mid-sized agency and recognized by numerous industry awards, the company was ready to recreate their image through the redesign of their facility. Not only was RD&F’s office space in need of a major “facelift,” but they also needed to expand. They had a lease in effect and wanted to capitalize on market dynamics to reduce their current lease rate and fix future operating expenses moving forward.

### Strategy

Citadel Partners was engaged and developed a strategy to address RD&F’s desires:

- ✓ Provide a single point of contact
- ✓ Create a competitive market environment for the current landlord to negotiate with RD&F
- ✓ Manage the construction process, while the space was occupied
- ✓ Create flexibility and mitigate risk moving forward, while addressing a changing business environment

### Results

Citadel Partners was able to accomplish a number of the stated objectives, while incorporating a few other items, as well. First and foremost, RD&F achieved the new branded image they were hoping to achieve.

RD&F was able to expand into contiguous space, reduce the lease rate by 15 percent and negotiate above-market tenant improvement allowance. With the new lease, Citadel Partners created flexibility through termination, expansion and renewal options and reduced construction costs by 32 percent, even delivering the project on time and below budget.

Citadel Partners also assisted in developing a production facility on-site, which allows RD&F to make money while creating efficiencies and improving the speed-to-market.

