

Transaction Profile



Industry: Technology

Type: Direct

Space Use: Office

Size: 12,109 SF

The Project:

As the San Francisco office market continued to soften in late 2008 and into 2009, Pie Digital signed a six month plug and play sublease at 575 Market Street. The sublease was well below market and included all furniture and wiring. Shortly after signing the short term sublease, CM Commercial began implementing the long term strategy by locating and negotiating with comparable direct and sublease alternatives in the marketplace. By having these alternatives in place, we were able to negotiate a below market lease and were able to limit the amount of capital involved in the office set up.

The Client:

Pie Digital, Inc designs, develops, and distributes data networking solutions. The company offers data networking hardware and software that stabilizes, manages, and integrates computers and digital devices including cell phones, PDAs (Personal Digital Assistant), media centers, digital cameras, and MP3 players. It also provides home computing equipment and network installation, configuration, and maintenance services. Pie Digital is based in San Francisco, California. San Francisco, California.

Market Center
575 Market, 8th Floor
San Francisco, CA

