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## **Choyce Peterson, Inc. negotiates 11,000 s/f lease for Belvoir Media Group**

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Choyce Peterson, Inc., a commercial real estate brokerage and consulting firm, completed lease negotiations for Belvoir Media Group at 535 Connecticut Ave. Principal John Hannigan represented Belvoir Media Group, who recently relocated from 800 Connecticut Ave. Steven Greenbush of CBRE represented the landlord Matrix Investment Group in the transaction.

In their kick-off meeting, Belvoir communicated that they wanted a building conveniently located to a major highway with a wide range of amenities, and a custom build-out of the suite. As an expansion of the team representing Belvoir, Hannigan brought in architect Monique Delorme of Corporate Design Solutions, to help identify potential office layouts, including the sizes of offices, workstations, conference rooms, and kitchenette. Delorme proposed new work-flow ideas and layouts allowing Belvoir to select a design that enhanced internal communications and bring in outside light to the new space.

Hannigan said, "Based on Belvoir's geographic search area, specific building type, and desired floor plan, we researched all appropriate and available buildings within Darien, Norwalk, Stamford, and Wilton."

After touring buildings, and narrowing down the choices, Belvoir ultimately chose to relocate to 535 Connecticut Ave. This building, conveniently located off I-95, offers an array of amenities including concierge, fitness center, cafeteria, and covered parking.

Phil Penny, COO of Belvoir, said, "John orchestrated the entire process flawlessly. He negotiated a favorable rental rate, as well as financial terms that included free rent and a landlord funded build-out allowance. And by bringing in an architect early in the process, we were able to design a custom build-out suited to our needs. We couldn't be happier with our Choyce Peterson experience." Recognized and respected for its publications and partnerships, Belvoir Media Group is a leading provider of reader-focused, content-driven periodicals, books, and digital media. Addressing the need for reliable and responsible intelligence in today's information age, Belvoir Media Group's publications offer readers accessible, affordable, and above all, authoritative guidance on a broad range of interests and endeavors.

In conjunction with institutions including Harvard Medical School, Cleveland Clinic, Duke Medicine, and UCLA Medical Center, Belvoir delivers targeted health and wellness news and guidance to millions of readers each month. Through its many newsletters and magazines, as well as books, special reports, and online services, Belvoir brings a growing audience of health-conscious adults timely and useful instruction and direction.

Choyce Peterson, a commercial real estate brokerage and consulting firm, was founded in 1997 and includes offices in Norwalk, CT and Rye Brook, NY. The company has negotiated millions of s/fof transactions, spanning 42 states and Canada, for national and local clients in Fairfield and

Westchester counties. The Choyce Peterson process delivers creative and comprehensive real estate solutions to help clients derive maximum value from their real estate decisions.

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