

Address

99 boulevard Haussmann
Paris, France

Square Footage Leased

3,000 RSF

The Company

Epsilon is the industry's leading marketing services firm. Ad Age ranks Epsilon #1 U.S. Direct Marketing Agency. Services include strategic consulting, database and loyalty technology, proprietary data, predictive modeling and a full range of creative and interactive services including brand and promotional development, web design, email deployment, search engine optimization and direct mail production. In addition, Epsilon is the world's largest permission-based email marketer. Epsilon is an Alliance Data company.

The Challenge

As its existing lease was coming to its expiration date, the company was in the process of negotiating a small-sized lease renewal or possible relocation in Paris, France. Real estate managers were unfamiliar with foreign currencies and measurement units, but the local office wished to see economic models in the native currency and measurement.

The Results

Our financial analysis group responded by preparing Cash and GAAP accounting financial models both in Euros per square meter and US dollars per square foot to meet the demands of both key groups within the company.

