

# Smith + Howard

Atlanta, GA

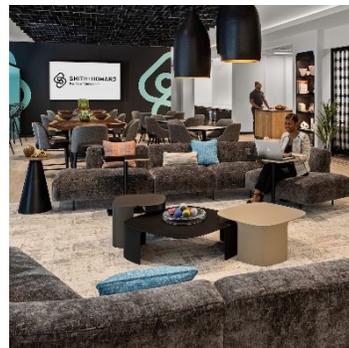
## HQ Relocation for Full-Service Accounting Firm

### The Workplace Challenge

- Consider the space needs of the Atlanta HQ amidst rapid growth, RTO, and changing needs of the employee population
- Better align the space with the brand and culture of the firm, which is creative, passionate, and client service oriented
- Test the limits of relocation to ensure employee needs related to amenities are met and improved compared to today, while also keeping commute in mind as a leading factor of convenience for employees coming into the office

### The Workplace Solution

- In the programming recommendations, a key driver was 'all space is purposeful' meaning large spaces were built to support multi-purpose functions, and a standard kit of parts was recommended to support future flexibility
- A sharing ratio was recommended to enable flexibility that aligns with the firm's work from home policy, and ensures an ideal level of vibrancy in the space on any given day
- Technology improvements and introductions to IT/AV vendors were provided to ensure space booking, space data management, and hybrid meetings are well supported



### Services Engaged

- Brokerage
- Workplace Strategy
- Financial Consulting
- Project Management

### Key Savings Metrics

- Brokerage negotiated savings equal to \$2M
- 65% forecasted headcount growth accommodated in planning
- 200% increase in collaboration space
- Shift to 100% glass front offices in support of ESG goals, with majority reservable for sharing
- Project Management total value creation/cost savings equal to \$1.16M

### Project Status

- Moved into new space in October 2024



“Our beautiful new office space is a testament to the vision, dedication, and collaboration of our real estate team. Their tireless work to identify a location that reflected the needs of our employees, the goals of our business and the realities of the market, and to oversee every detail of the development and build-out, ensured we created a space that truly represents who we are today and where we're headed. CBRE financial analysis, negotiating expertise, workplace competences, and project management ensured Smith + Howard was successful in meeting our Firm Vision – “Exponentially grow in all we do to transform ourselves into a nationally recognized brand, to continue our history of top performance and to ensure a positive impact on the next generation.” We are incredibly grateful for their partnership in bringing this to life.”

**Dan Smith**  
COO, Smith + Howard