



REAL STRATEGY

Commercial Real Estate Solutions

TreeCanada  ArbresCanada



245 Cooper St #300,  
Ottawa, ON K2P 0G2  
2634 Sq. Ft.



COMPANY SIZE: 11-50



INDUSTRY: Non-profit

## CASE STUDY



## INTRO

Tree Canada is the only national non-profit organization dedicated to planting and nurturing trees in rural and urban environments, in every province across the country. Together with their partners and sponsors, they have planted more than 84 million trees. Last year, their office needs changed and it was time for them to grow in a new space!

## SERVICES PROVIDED

Strategic Planning  
Transaction Management  
Lease Negotiation  
Financial Analysis  
Market Intelligence

## SOLUTION

Through our data-driven approach we were able to help Tree Canada assess their space needs and find them a new location that was a much better fit for the organization.



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## TEAM MEMBERS

Darren Fleming,  
Broker of Record

Jared Jenicek,  
Real Strategist

Naomi Carkner,  
Real Estate Agent

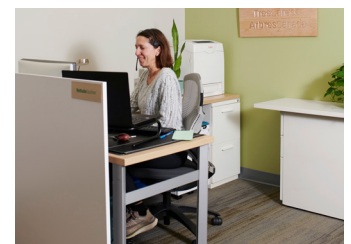
## OUR CLIENT SAID

*"Real Strategy did more than just find and show me potential new office spaces. A very important part of the endeavour was actually deciphering the needs and wants of Tree Canada employees. The Real Strategy team developed and distributed a questionnaire that was able to truly tap into the culture of Tree Canada and engage everyone in the process."*

*"The results of the survey showed the extent that the staff wanted to be engaged in these types of decisions and got to the bottom of what people were looking for and why. From there, we were able to articulate upon needs that I didn't know about beforehand. Beyond moving offices, we were also able to develop an internal system to better address employee needs."*

*"It was great to work with folks who knew what they were doing, who I could trust, and who value what we're trying to accomplish at Tree Canada."*

**Danielle St-Aubin**  
Chief Executive Officer, Tree Canada



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