



## New Location Helps Rejuvenate Yoga Studio

Trimark Offers a Creative Solution that Attracts Clients and Lowers Rent

### Challenge

Within two years of becoming the manager of a small yoga studio in Vienna, Virginia, Dawn Curtis was making significant strides. The once struggling business was now growing its customer base and developing a strong reputation among local clientele. By 2010, Curtis considered buying the studio from its existing owner and building on her successes.

However, the yoga center's location elicited serious concerns. The steep rent for the retail unit that housed the business, situated right in the heart of Vienna, made it difficult to turn a profit from month to month. Curtis also knew that growing a client base would be difficult given the limitations of a tight, 1,000-square-foot space.

Curtis received a referral to contact Russ Rowzie of real estate firm Trimark Commercial to explore her possibilities and discern whether a new location could make the yoga business financially viable.

#### **AT A GLANCE**

**Business Type:** Yoga Studio

**Transaction:** Lease

**Challenges:** High rent, location not optimal for clients

**New Location:** Tysons Corner, Virginia

## Solution

For Rowzie, the first step in finding a possible location was getting a feel for Curtis' business needs. With more than a decade of experience working with studio owners, the broker came in with a solid understanding of yoga businesses that enabled him to focus the conversation.

One of Rowzie's initial questions was whether expensive retail space was necessary for the studio. After discussing the subject, the two determined that space designated for office use would suit the business' needs equally well, but at a fraction of the cost.

By paying considerably less per square foot, she could afford a larger space and build her customer base. Based on his work with previous yoga clients, Rowzie knew that location was a primary factor in attracting new patrons. Asking Curtis where her customers lived and worked, as well as when they took classes, yielded important insights.

It turned out that many of the studio's clients worked near the busy Tysons Corner shopping center. They tended to practice yoga after work before heading to suburbs in western Fairfax County and Loudoun County.

Rowzie suggested moving the studio to Tysons Corner, making it easier for employees in the area to go to yoga class at the end of their workday. This way, they could not only get to the studio with greater ease, but avoid the rush hour when they headed home. At Rowzie's suggestion, Curtis gave her existing clients a questionnaire to ensure they would respond positively to such a move. When the results came in, the overwhelming majority expressed support.

Trimark helped Curtis find office space within Tysons Corner and its surrounding businesses. With a dramatically reduced rate per square foot, the two parties identified an ideal spot that was twice the size of the previous location. In addition to negotiating a competitive rental price, Rowzie also suggested small modifications that helped assuage the landlord's concerns about foot traffic in the building.

## Results

After moving to its convenient new location, the yoga center has attracted hundreds of clients who work or live near Tysons. Curtis, who has since purchased the studio, has twice added adjacent space within the building to accommodate demand. Membership is now roughly four times what it was in the previous location. In addition, transitioning from retail to office space has kept her expenses in check, resulting in sustainable profits.

The entrepreneur credits Rowzie's consultative approach – and willingness to tackle landlord-tenant issues proactively – with making the move a clear success. "Russ did more than help me find a new location," says Curtis. "He helped me identify what my underlying business needs were and developed a plan for addressing those issues."





## About Trimark Commercial

Trimark Commercial is one of the most respected and trusted commercial real estate firms in the DMV (DC, Maryland, and Virginia).

Decades of commercial experience, local market knowledge, and local business connections enable us to meet our client's unique real estate objectives. We also create significant value for our clients by utilizing the latest technology to provide a best-in-class marketing platform, harness efficiencies, and capitalize on up-to-date market information and conditions.

Trimark Commercial serves tenants, landlords, and investors with their commercial real estate needs involving office, warehouse, and retail properties.

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