



For Immediate Release

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Keyser Releases 1st of Its Kind Office Space Calculation iPhone / iPad App

PHOENIX–January 7, 2015 – Keyser, an innovative commercial real estate advisory firm exclusively representing tenants globally, announced today that it has launched the 1st of its kind, FREE commercial real estate [Keyser Office Space Calculator](#) iOS app to help office tenants quickly estimate how much potential office space they need.

As Kristian Seemeyer, veteran commercial real estate editor & journalist, stated in her [article](#) on Tuesday highlighting Keyser’s new app: “For years, company executives have struggled to accurately calculate their office space needs. The options prior to the creation of (Keyser’s) new app were either to use an overly generalized square foot per employee industry estimate, various excel spreadsheets, or a cumbersome and time consuming process requiring that the company hire a qualified architect/space planner.”

No longer. “The new Keyser iPhone app is simple, user friendly, and in 5 – 7 minutes, can give the average office user a good feel for how much space they need”, says Keyser founder Jonathan Keyser.

To demonstrate the app’s functionality, Keyser created the attached links illustrating how the app was used to reverse engineer both the Beats By Dre HQ as well as Lyft’s San Francisco office:

- Beats By Dre HQ: <http://www.keyserco.com/a-break-down-of-the-beats-by-dre-office-space/>
- Lyft’s San Francisco office: <http://www.keyserco.com/lyft-headquarters-san-francisco-office/>

“We have been looking across the commercial real estate landscape for years trying to find a better solution than the status quo. After not liking any of the options we identified, we finally decided to create this app to fill this void and help companies across the globe with their real estate planning.”

The app won’t replace architects or space planners who are still essential for the space design process, but in five to seven minutes, it provides a quick calculation for how much square footage is needed and can help negate wasted time, energy, and resources used to look at properties that are simply inadequate for the company’s requirements.

“It’s a slick, clean, and simple app. We designed it to be intuitive and very easy to use,” says Keyser.

The Keyser Office Space Calculator is now available for download on iTunes, and user feedback is highly encouraged: <https://itunes.apple.com/us/app/keyser-office-space-calculator/id931228445?mt=8>

About KEYSER

KEYSER is a cutting edge, commercial real estate advisory firm that exclusively represents global tenants and corporate space users of office, retail, industrial, medical, non-profit, and educational space. Services include Transaction Management, Project Management, Site Selection, Space Efficiency Planning, Capital Markets / Corporate Finance, Lease Portfolio Services, Strategic Advisory Services, Incentives Negotiation, Demographics, and Subleases / Dispositions. More information is available at www.keyserco.com.

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