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## Short-Term Space May Be Viable Alternative

By [Crystal Proenza](#)

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AVENTURA, FL—A new short-term office provider has emerged here, making its debut as OfficeOne, offering 56 executive offices as well as virtual office services. The 12,000-sf space is on the eighth floor of One Aventura Executive Center, a ten-story office condominium at 20900 NE 30th Ave.

OfficeOne's space is valued at approximately \$7 million, according to Daniel Serber, principal of the Aventura-based firm. Serber, an attorney who has worked in the South Florida real estate market for 14 years, plans to open more such offices with partners Sergio Waissmann and Raul Pucheta.

OfficeOne joins the existing short-term lease market in Miami along with other operators such as Intelligent Office, which has five locations in South Florida, and worldwide player Regus Group, the largest provider of workspace solutions in terms of executive suite rentals, meetings rooms, training facilities and virtual office space. Regus has 950 business centers all over the world in 400 cities in 70 countries. The company also has a location in Aventura, with nine others in Miami. Both OfficeOne and Regus are confident about their office product, which they say can be a viable alternative to many businesses during the economic downturn.

"In this economy, the shared office environment always is a more attractive option in terms of flexibility and lower costs," Fay Luepnitz, Regus Group area director for Miami-Dade and Broward Counties, tells GlobeSt.com. With the option to sign leases for three to six months, versus traditional leases of several years, tenants are not taking as much risk with turnkey operations that are fully furnished and include office services.

"I think we're a business for all economies," says Mike Ketzner, Regus Group regional VP for the Southeast. "We're seeing a steady demand for product [in the Americas]. Overall, revenue for first four months of 2008 has increased more than 20% over the same period last year."

However, local office brokers observe that success is not guaranteed for owners of short-term lease space simply based on the economic downturn. "I think that on the one hand it can be a boom for their business, but on the other hand there are a lot of people who would be priced out of operating in an executive suite if their company is already hurt," says Noel Steinfeld, vice president with CB Richard Ellis. She adds, "I think [this type of product] will be very successful in Aventura because it's an entrepreneur environment."

OfficeOne plans to differentiate itself based on technology and services offered to clients, Serber tells GlobeSt.com. Rents at the new offices will average \$1,350 per month and include the services of a full-time staff, including a receptionist and administrative staff. The office is equipped with the latest IT equipment, cable and internet services, WiFi access, state-of-the-art conference rooms with full video capabilities and on-site tech support.

The company, which will become fully operational Aug. 1, also offers virtual office packages

starting at \$99 per month and options for renting office space for a specified number of hours per month. These hours will be transferable to the OfficeOne's second location, to open in Buenos Aires, Argentina, and in future offices the company plans to complete in Sao Paulo, Brazil, Mexico City, Mexico, Europe and the Orient, Serber says.

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