



Real Estate Deals that Make a Difference

Rethink Real Estate. Rethink Philanthropy.

Granicus Inc. is Investing In Communities

The Client

Granicus Inc. – A streaming media solutions provider, Granicus enables governments and municipalities to provide public information through the internet.

The IIC Real Estate Member

Michael Pink, *MAP Real Estate Inc.* - a tenant representative with over 25 years of experience in the Chicago market.

The Nonprofit

The St. Rose Center – A nonprofit located on the South Side of Chicago, serving developmentally disabled adults.

In 2010, the Chicago office of Granicus Inc. faced a choice: find new office space at a better rate, or stay in their current location but attempt to negotiate a lower rent. Their preference to stay was clear. But the outcome, and who would represent their interests, remained uncertain. According to Granicus V.P. Ron Cichon, numerous real estate professionals approached the firm offering their services. Of the tenant reps that stood out, one in particular caught Ron’s attention with a unique value proposition.

Michael Pink of MAP Real Estate participated in Investing In Communities – a nonprofit that enables socially conscious clients to connect with socially responsible real estate professionals. At least 10% of IIC-related commissions are donated, through IIC, to the nonprofit/s that his client selects.



M A P

Michael had a long history of successful commercial lease renegotiation, and was confident that the company would be able to stay in its current location at a lower rate. In addition, through Investing In Communities Michael would pledge 15% of his commission from the transaction to the company’s preferred nonprofit.

The opportunity to support a meaningful cause through this RE transaction – at no cost to Granicus – struck Ron as an incredible opportunity. As the father of a disabled child, Ron was acutely aware of the funding challenges that nonprofits face. As Ron notes, Illinois ranks near the bottom of the 50 states in funding for disabled facilities and resources. He embraced the opportunity to direct IIC funds from this transaction to the St. Rose Center; a nonprofit serving developmentally disabled adults in Chicago.

We could support this under-funded organization through a transaction that we needed to do regardless, and it cost us absolutely nothing.

- Ron Cichon, VP Granicus Inc

Ron observed that IIC is truly notable because it not only enabled St. Rose Center to receive funds from *this* transaction, but “it makes it possible for similar philanthropy to occur over and over again.” Each time an individual or corporate supporter of St. Rose Center renews a lease, moves, expands, purchases or sells a home, that supporter can generate significant funding for the Center at no personal cost – just by connecting with a socially responsible real estate professional through iiconline.org.

The ability to use this (unrestricted) donation for general operating support is greatly appreciated!

- Sister Theresa, St. Rose Center

To comply with IIC policy, St. Rose Center needed to join IIC as a Nonprofit Partner before receiving funds from Michael’s pledge. But since Partnership is free and the application process simple and brief, St. Rose Center enrolled easily. Once the transaction closed (with a lower rental rate and other concessions secured), Michael was paid his commission and remitted his 15% pledge to IIC. IIC then distributed the funds - \$2,515.00 - to St. Rose Center.¹

**\$2,500
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Through IIC, Granicus leveraged its real estate deal to give back to its community - at no cost to the company. In addition, by participating in IIC Granicus receives free publicity and exposure at iiconline.org, as well as free materials to share with clients and prospective clients about its commitment to Investing In Communities.

The experience of Granicus illustrates what a fantastic resource IIC is for businesses, real estate professionals, and nonprofits – one that Ron Cichon highly recommends to companies and individuals everywhere!

1. IIC is a nonprofit organization In order to cover operating costs, IIC retains 8.75% of funds earmarked for distribution to Nonprofit Partners as well as \$50 from the first calendar year distribution to a Partner.