



## SUCCESS STORY

### Directors Guild of America

7920 SUNSET BLVD



*"Your performance and the professionalism of your team are qualities the DGA requires of its real estate broker. It is these qualities that have made our working relationship so productive."*

– Marcel Giacusa  
National Executive in  
Charge of Theatre  
Operations, Awards  
Administration & Facilities  
Management  
Directors Guild of America

#### TEAM

Chris DuMont  
Brent Bissell

[www.colliersulp.com](http://www.colliersulp.com)

#### INTRODUCTION

In the fall of 1988, The Directors Guild of America constructed a new 105,000 square foot headquarters building at 7920 Sunset Boulevard.

#### CHALLENGE

The DGA intended to occupy two floors of the building; there remained three and a half floors available for lease to third party tenants. The DGA was not in the business of leasing office space, therefore it hired our team to provide advisory services and market its available space.

#### SERVICES

- Developed a marketing strategy that targeted entertainment industry to build synergy with its main tenant.
- Aggressively canvassed and cold-called marketplace, primarily utilizing The Hollywood Creative Directory as a source of logical entertainment leads.
- Walked every building in the surrounding area and distributed marketing materials to every tenant in the market.

#### RESULTS

During the lease-up period one of the targeted buildings, 6430 Sunset, experienced a major fire and the DGA leasing team persevered and canvassed the building once it was safe to enter. The team's aggressive, proactive approach ultimately resulted in a direct lease transaction with The American Society of Composers Authors and Publishers (ASCAP, out of 6430 Sunset), which is now in its second 10-year lease term. Over our tenure, our team has recruited such prestigious tenants as: The Jack Morton Company/IPG, Miramax Films, More Medavoy Management, Dwight Yoakum, Jodi Foster, The Prudential, RE/MAX and, most recently, Roadside Entertainment. Overall, the building occupancy level has remained over 95%.