

Trading Spaces

How your office looks and where it is located can say a lot about your company. Cool Space Locator finds offices for the companies that want to be in the city, away from urban sprawl. For usually no cost to the prospective tenant, this nonprofit real estate brokerage firm will find the site specific to your needs, negotiate the sale and help you gain access to the various incentives offered by economic development organizations. So far, the 2-year-old firm has placed tenants in the Terminal Buildings on the South Side and the Dance Alloy Building in Friendship.

Cool Space is run solely by its two co-founders: Deborah A. Baron, a veteran of local economic development, and Kyra Straussman, an established urban and business planner with a focus on urban revitalization. Named among *PITTSBURGH* magazine's "40 Under 40" to watch (see "Going Fourth," November 2002) for establishing the firm as a broker for tenants, the partners are now making the leap to leasing agent, bridging the gap between leaser and building owner.

For the owners, Cool Space can evaluate your space and offer advice on how to showcase its original design, research what types of businesses would be interested, and market the space to its numerous prospective "Cool" clients, as well as to other urban tenants.

Cool Space Locator, 50 S. 14th St.,
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—Nish Suvarnakar