



# Gorilla Group

## Tech Company Expansion Case Study

### Client Success

Established a new office that met company’s needs of growth and expansion

Created a top of market environment with a complete focus on recruitment and retention

### Overview

A client since 2010, Gorilla Group (“Gorilla”) began as an e-commerce operation located in the Fulton Market submarket of Chicago’s CBD. At that time, Fulton Market was not an established and sought after submarket for tech tenants, who were predominantly officing in the River North submarket.

With a strong emphasis on recruitment and retention, Gorilla was looking to scale the company and hired CBIZ Gibraltar Real Estate Services, LLC (“CBIZ Gibraltar”) to help Gorilla solve for its office space needs in positioning the e-commerce firm to accommodate its rapidly expanding headcount.

After evaluating the market, Gorilla made the decision to veer away from the traditional route of moving to River North as tech companies were doing at that time and leased a 15,000 SF open ceiling, tech space in the Loop submarket at 111 West Jackson Boulevard. As tech companies began to expand their business, office buildings in the Loop became a desirable destination that met the needs of scaling tech firms due to their large foot print. CBIZ Gibraltar was able to negotiate very favorable expansions options for the firm with the Landlord to accommodate any potential for additional growth in the company’s near future.

In addition, Gorilla’s CEO and executive understood the importance of building amenities and how the new-emerging concepts of fitness centers, tenant lounges and coffee stations were important to the retention of existing talent and the recruitment of future employees.

Gorilla was able to build its team and foster an evolving office space culture at 111 West Jackson Boulevard that CBIZ Gibraltar helped them secure and was recently sold to the Wunderman Thompson Company. Most recently, after the acquisition, CBIZ Gibraltar worked to relocate Gorilla to 71 South Wacker Drive.

### Client Profile

**Client:**

Gorilla Group

**Address:**

111 West Jackson Boulevard

**Industry:**

E-Commerce

**Square Footage:**

15,000 SF

**Geographic Footprint:**

Chicago, IL

**GORILLA**

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