



Decision Drivers, Montvale, New Jersey

Decision Drivers is a focus group market research company. They provide facilities to conduct consumer products research and testing. Decision Drivers was nearing the end of their lease at the same time their business was expanding and they needed larger facilities to meet customer demand. The Ives Architecture Studio prepared a "fit-study" to show how they could expand into an irregular shaped vacant adjacent office and to illustrate how Decision Drivers could remain at their current location at a great savings in time and expense. Our office proceeded with contraction documents while the lease was negotiated.



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