

# Our only allegiance is to our clients.

In more than 30 years, downtown law firm Kirby Noonan Lance & Hoge has represented nearly every industry in complex cases, ranging from antitrust suits to securities. But when it came time for managing partner Charlie Hoge to navigate the firm's way through the complex choices involved in upgrading its space, the tables turned—Hoge sought outside help to represent them.

He enlisted San Diego's leading tenant representation firm, Irving Hughes.

This decision was a turn in direction from years past. "Five years ago, we did not want to move, and we tried to fit into our space instead of vice versa," Hoge says. "It was a poor choice that resulted in an inefficient and impractical use of our space."

This time, principal Craig Irving offered his unique understanding of the market and the company's needs. "[He] guided us through an evaluation of downtown opportunities," Hoge says. "Craig presented several practical alternatives, led our ensuing negotiations and directed us to a highly competent team of planners and contractors to build out our new space on the 13th floor of DiamondView Tower. Craig's energy and follow-through are unparalleled."

One reason for Irving Hughes' success is that it represents only tenants, explains Irving. "Our clients never need worry about where our interests lie," he says. "There's an absolute conflict of interest in representing both sides of any transaction and it's amazing how prevalent this practice is today in the real estate industry. That's why we focus exclusively on tenant representation. Our only allegiance is to our clients."

"Our experience with Irving Hughes was very satisfying," says Hoge. "If we had less insightful and dependable representation, our decisions would have been very different."

To learn how Irving Hughes can assist with your next lease or purchase negotiation, call Jason Hughes at 619-238-4393.

**IRVING HUGHES**

*Life is a lease. Negotiate well.*

SITE SELECTION

TENANT LEASE & PURCHASE NEGOTIATION

CONSTRUCTION MANAGEMENT

619.238.4393

[WWW.IRVINGHUGHES.COM](http://WWW.IRVINGHUGHES.COM)

**KNL&H**  
Kirby Noonan Lance & Hoge LLP