

CASE STUDY



In 2010, our team was hired by Hyundai Construction Equipment Americas, Inc. to coordinate the relocation process for its North American corporate headquarters. Our team provided a full service platform to serve the many needs of Hyundai throughout the relocation process; from preliminary site and building identification, incentive negotiation, purchase price negotiation and assistance with building renovation and final moving details.

THE CHALLENGE

When Hyundai Construction Equipment Americas, Inc. decided to vacate their aging Chicago, IL corporate headquarters, they were not only faced with the challenge of finding a new state-of-the-art facility but deciding on a new city and state. Numerous states offered incentives to attract Hyundai and our team helped maximize benefits while also navigating the complicated process.

OUR APPROACH

Mindful of Hyundai's desire to find a state-of-the-art facility and maximize tax incentives, our team immediately went to work identifying potential buildings while creating a competitive atmosphere among the many states vying for Hyundai's business.

THE OUTCOME

Hyundai selected a 217,497 square foot facility in Norcross, GA due in large part to the site's access to major highways, proximity to Hartsfield Jackson International Airport, excellent labor pool and the State of Georgia's aggressive incentive package. Our team was able to negotiate a final purchase price for the building that was over 40% lower than the initial asking price. Our team also negotiated an incentive package valued at over \$2,000,000 in job tax credits, port tax credits, training and sales & use tax incentives.



Founded in 2013 by Adam Richards, Tyler Fann and Bob Burdell, Reliant Real Estate Partners' principals have 40+ years of combined experience in the Atlanta commercial real estate industry, having been involved in all aspects of real estate ownership, brokerage, development and property management. Since 2000, Our team has been involved in more than 20 million square feet of real estate transactions totaling over \$1 billion.

TRANSACTION HIGHLIGHTS

- Client: Hyundai Construction Equipment Americas, Inc.
- North American Headquarters Relocation
- Norcross, Georgia (Metropolitan Atlanta)
- 217,497 Square Feet
- \$10,000,000 Acquisition & Renovation Project
- \$2,000,000 Incentive package including job tax credits, port tax credits, training and sales & use tax incentives
- 150 Employees

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