

## CASE STUDY



In 2006, our team was hired by AEW Capital Management to lease a four building industrial portfolio totaling 566,000 square feet in Atlanta, Georgia.

### THE CHALLENGE

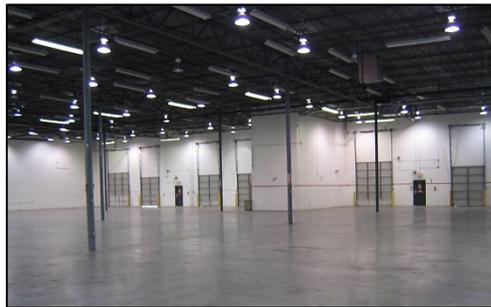
After owning The Woodlands at Riverside for approximately five years, Boston, Massachusetts based AEW Capital Management was faced with stagnant leasing activity and declining rental rates. Due to the struggling economy, the portfolio's occupancy had fallen below 60%. AEW also owned an 8.5 acre land parcel adjacent to the park that was included in the acquisition. AEW turned to our team to stabilize leasing efforts for the portfolio and determine the highest and best use for the surplus land parcel.

### OUR APPROACH

Our team immediately went to work, implementing a creative, targeted marketing plan which involved exposing the park to surrounding tenants and the brokerage community. We also began marketing the surplus land site, which was originally slated for speculative development, for sale to users and the brokerage community.

### THE OUTCOME

In less than 12 months, our team was able to increase occupancy from 60% to over 90% by completing approximately 170,000 SF of lease transactions with new and existing tenants. We were also able to sell the surplus land site to an end user at a record price per acre in the west Atlanta Submarket at the time. Due to our team's successful marketing campaign, AEW was able to take the portfolio to market in early 2007 which resulted in a sale in less than 45 days for a significant profit.



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: AEW Capital Management
- Landlord Representation
- Atlanta, Georgia
- 4 Building Industrial Portfolio Totaling 566,000 SF
- Over 170,000 SF of Lease Transactions in Less than 1 Year
- Increased Occupancy Levels by 30% in Less than 1 Year
- Record Per Acre Sale Price for Surplus Land Site in the Submarket at the Time

#### RELIANT REAL ESTATE PARTNERS, LLC

3565 PIEDMONT ROAD | BUILDING 2 | SUITE 318  
 ATLANTA | GEORGIA | 30305  
 404-760-7180 (P)  
 404-760-7187 (F)  
 WWW.RELIANT-RE.COM