



CASE STUDY



In 2011, our team was hired by Becknell Industrial / UBS to sell a free standing industrial building totaling 151,800 square feet in McDonough, Georgia.

THE CHALLENGE

Chicago, Illinois based Becknell Industrial and their equity partner, UBS, were faced with the challenge of backfilling a single tenant distribution building on 15 acres after Haworth Office Furniture decided to consolidate towards the end of their 10 year lease term. Due to the struggling economy, the South Atlanta submarket vacancy rate had reached levels above 13%. Additionally, there were over 10 competing properties on the market for sale or lease between 125,000 - 200,000 SF. Becknell Industrial turned to our team to market the property to end users in order to dispose of the asset at the best possible price.

OUR APPROACH

Our team immediately went to work, implementing a creative, targeted marketing plan which involved exposing the building to surrounding tenants and the brokerage community. We also began marketing the property through the appropriate economic development channels both at a local and state level.

THE OUTCOME

In less than 9 months, our team was able to sell the property to an end user at a premium compared to similar properties in the area.



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: Becknell Industrial / UBS
- Landlord Representation
- Atlanta, Georgia
- 151,800 SF
- 15.28 Acres

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