



CASE STUDY



THE CHALLENGE

After re-aligning its manufacturing and distribution operations in the United States and Canada, RockTenn desired to dispose of surplus facilities that were either redundant in their operations or were not part of their strategic growth plans.

OUR APPROACH

In an effort to maximize value, RockTenn enlisted the expertise of Bob Burdell to thoroughly value, market and dispose of eight surplus manufacturing and distribution facilities in the United States and Canada, ranging in size from 40,000 SF to 275,000 SF.

After evaluating the highest and best use for each facility, Bob Burdell was able to successfully target market and attract purchasers for each property in a timely and efficient manner. While most properties were marketed to continue to be manufacturing or distribution facilities, it was decided that three of the properties would achieve a higher price if marketed to retail and mixed use developers.

THE OUTCOME

After identifying the target potential purchaser base and asking price for each property, Bob Burdell was able to successfully market and attract buyers on all eight properties.

All properties were under contract within 24 months and were closed within 36 months.

Through the results of these eight dispositions, Bob Burdell was able to assist Rock-Tenn in realize an average of 94% of asking price on each disposition.



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: RockTenn (NYSE: RKT)
- Eight (8) manufacturing and distribution facilities
- Locations Included: Texas, Wisconsin, Utah, California, Missouri and Montreal, Canada
- 1,274,000 total square feet in building dispositions

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