

# Roswell Wieuca Shopping Center

*Maximizing value and easing client effort through competent stewardship*

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## Situation

Despite working with a nationally branded firm, ownership found itself frustrated with nagging vacancy and mired in day-to-day operational minutiae that distracted from preferred pursuits.

## Objective

The center's owner needed a professional leasing and management team to execute effectively on its behalf.

## Action

Brand Real Estate Services won the assignment by highlighting the institutional quality of its services, delivered with the attention of an experienced boutique shop. To deliver on this commitment, our team focused on:

- **Setting clear communication guidelines** with ownership, including regularly scheduled personal calls to bring forward analysis and recommendations. This process accelerated ownership's decision making.
- **Building local relationships** not only with tenants, but also surrounding neighbors. For example, when Brand learned of complaints related to the city's noise ordinance, we facilitated the transition to a new sanitation vendor that was more compliant. We also communicated with tenants about the importance of being sensitive to the neighborhood's concerns.
- **Connecting ownership** to our professional network, offering them pre-vetted services at competitive prices.
- **Leasing property to 100%** with no expirations within 24 months, positioning a sale at maximum value.
- **Facilitating sale** by introducing buyer to seller, and assisting with due diligence.

## Results

Freed from the daily headaches of commercial real estate, ownership could dedicate its time to higher and better uses associated with its core line of business. Property was positioned for sale at maximum value.

## Testimonials

"I want to express our appreciation for the great service your company has provided us in handling the leasing and management of Roswell Wieuca Shopping Center. Everyone at Brand Real Estate Services has acted with professionalism, responsiveness and attention to detail... Moving our leasing and management to your company is a decision we have constantly appreciated." **Hayden A. Bowen, EMPR Properties, LLLP**

"The entire Brand organization is truly an impressive team of consummate professionals. All of which worked their tails off to get this transaction to the finish line and under an extremely tight timeframe... Having the opportunity to work with Brand Real Estate Service, I certainly learned a thing or two about how a well-oiled machine should run." **Sonny Molloy, Senior VP Investments, Marcus & Millichap**