

Acworth Day Centre

Strategic leasing garners long-term hold



Before – unsuccessful outparcel

SOLUTIONS

- **Pursued** adjacent office and medical tenants as relocation prospects. Persistent cold calling resulted in a long-term lease with a creditworthy pediatric practice and two additional medical-use tenants that increased occupancy to 90%.
- **Accelerated** income growth through flexible leasing strategies. A short-term lease with a landlord's termination option allowed Brand to market the space to a long-term tenant at a higher rental rate.
- **Transformed** the outparcel through capital improvements which spurred a 10-year lease with a best-in-class diner concept.

CHALLENGES

Acworth Day Centre is a two building, 14,000-square foot retail center located on highly-trafficked Cobb Parkway in Kennesaw, Georgia. With one month-to-month tenant and a revolving door of unsuccessful restaurants, the property had no long-term occupancy.

OBJECTIVES

- To increase the value of the property through strategic, long-term leases.
- To sell the asset in a timely manner for maximum profit.



After – renovated outparcel

RESULTS

Acworth Day Centre is 100% leased and generates profitable returns. The owner opted to hold the asset to enjoy strong income and for long-term appreciation rather than to sell it for immediate profit.