

# Roswell Wieuca Shopping Center

## *Stewardship eases client effort and garners significant ROI*

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### **CHALLENGES**

Despite working with a nationally recognized real estate firm, ownership of Roswell Wieuca Shopping Center was frustrated with ongoing vacancy and continuous involvement in day-to-day operational details that distracted from primary business pursuits.

### **OBJECTIVES**

- To effectively lease the property to 100% occupancy.
- To manage the shopping center with efficient processes and sensible solutions that deliver value.
- To minimize ownership's day-to-day involvement.

### **SOLUTIONS**

- **Established** clear communication guidelines with ownership.
- **Conducted** regularly scheduled team calls with ownership to share insights, analysis and recommendations which accelerated ownership's decision making.
- **Resolved** neighborhood concerns regarding sanitation vendor's violation of the city's noise ordinance by engaging a new, compliant sanitation operator.
- **Fostered** previously strained relationships with tenants and surrounding neighborhoods through consistent communication and resolving problems.
- **Connected** ownership to our professional network of pre-vetted, competitively-priced vendors and services providers.
- **Leased** property to 100% with no expirations within 24 months.
- **Positioned** property for sell at maximum price.
- **Facilitated** asset sale by introducing buyer to seller and assisting with due diligence.

### **RESULTS**

Fully leased and positioned to sell, Roswell Wieuca Shopping Center garnered a significant return on owner's investment.

### **TESTIMONIALS**

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

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