



OFF-MARKET WAREHOUSE CASE STUDY

164 BETTIS ACADEMY RD.
GRANITEVILLE, SC

Shaw
FLOORS

190,190 SF
Warehouse/Office



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FROM THE BROKER

"As a broker, I'm regularly speaking with owners and tenants of buildings. We aim to gather and track all of the warehouse-related data we come across, whether it be sale/lease comp data, general information regarding building configurations and coming tenant needs as well. In this case, we were able to understand that Shaw had an incredibly last-minute need of space and that the owner of 164 Bettis Academy Rd, whose building was very near to the location preference of Shaw, had a vacancy. In the end it was a win-win for both parties, and we were appreciative of the opportunity to play a role in facilitating it."

- John Eckley, Finem Industrial Group Lead



CLIENT CHALLENGE

Shaw Industries (Carpets) needed space and they needed it quickly! Multiple other locations had the head-start for consideration, and this space was occupied by the landlord. Additionally, the space would need to be cleaned and secured quickly, no small task considering the challenges of acquiring specialized materials given the impacts of COVID-19. Add in the challenges of negotiating in a timely manner with a corporate board of directors, and our work was in front of us.



ACTION STEPS

- ✓ **Quick Action:** Reached out immediately after learning of need.
- ✓ **Gathered Data/Media:** Pulled together all available data including in-house drone photography, custom floorplan, building specs, etc. to pique Shaw's interest prior to moving on to another location.
- ✓ **Presented Building Specs:** Completed analysis of comparable properties to determine market-rate lease terms for landlord's consideration.
- ✓ **Represented Landlord:** Negotiated on behalf of landlord to maximize lease rate and terms, ultimately increasing the value for which the property might sell.
- ✓ **Executed Lease:** Provided ongoing timely updates to the Shaw side to keep them assured of the landlord's ability to deliver the space on the agreed-upon timeline.



VALUE- ADDED RESULTS

The net result of these efforts was a lease in place that never would have been without quick and decisive steps. The value of the building to a prospective investor was immediately increased with the increased ability to finance the purchase with a great national tenant in place. Additionally, the cashflow of the lease plus the remaining potential of the now vacated space make the building much more marketable, should the owner elect to sell in the future.