



resimplifi.com

CASE STUDY

Roswell Inc

ROSWELL [inc]

Roswell Inc is the economic and business development organization of the City of Roswell, Georgia. The organization partnered with REsimplifi to reform their site selection tool and help new and existing businesses find their perfect location in Roswell. As a result, relocating to and within Roswell has become much easier for businesses of all types and sizes.

THE NEED

Roswell is a lively, award-winning city in Georgia with a population of nearly 96,500. It is well known for its historic charm, thriving arts and culture scene, as well as long-standing food and beverage traditions.

Roswell Inc provides essential support for new and existing businesses in Roswell, Georgia. Unfortunately, the commercial real estate database formerly used by the organization no longer met the vital needs of the local businesses. The city was in search for a better and more affordable solution that would boost business attraction, retention, and expansion in Roswell.

So, Roswell Inc found a partner in the face of the new, innovative market player—RESimplifi.

One of the main challenges was to streamline their site selection processes to find vacant commercial real estate for businesses in Roswell quickly and efficiently. In the meantime, it was

vital to expand the database to include smaller, family-owned, and operated properties.

Overall, the organization was looking to access a much more diverse, complete, and hyperlocal database of CRE. The mission was to accelerate the relocation process and accommodate the needs of all types of businesses, including the vibrant food and beverage sector of the city.

The organization also aimed at improving the quality of communication and information sharing among all players, namely property owners, local brokers, and businesses. The new solution would have to closely follow and showcase market changes, such as crucial data about property ownership, lease, contact information, and more.



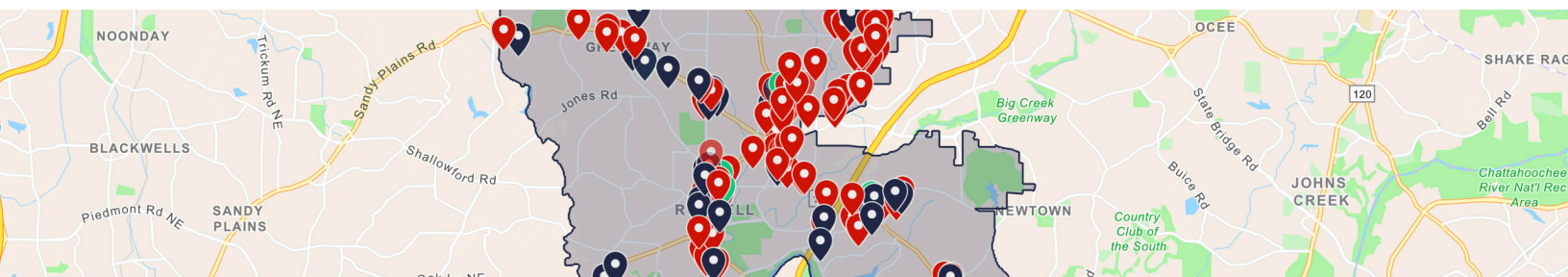
5,565
Registered Businesses



426 million
Capital Investment
since 2017



52,097
Total Jobs



THE SOLUTION

The business community of Roswell is all about relationships, and that's one of the most important aspects that REsimplifi tackles. The tool connects local brokers and property owners to potential businesses, creating a far-reaching business development network in their city.

Unlike any other national competitor, REsimplifi offers a hyperlocal focus on the market. The database grows and updates consistently. It's now affordable not only for the well-established and experienced brokers, but also for the

up-and-coming CRE brokers and property owners. REsimplifi provides a bird's eye view of the market, presenting a clear picture of local opportunities regardless of property type, size, and ownership.

Finally, REsimplifi grants easy access to property information and helps make the communication quicker. This enables Roswell Inc to cut back on precious staff time and increase their chances of retaining a business. Thanks to the variety of features within REsimplifi's tool, the organization could also cut costs by no longer outsourcing property information search to a third-party agency. REsimplifi can handle it all on a single platform.

”

Through the REsimplifi platform, we were able to successfully connect one of our very own Roswell grown businesses to a new space as they were looking to expand. Signs of Significance is a staple in our community and a supporter of our organization, so keeping them here in Roswell was a huge win for us as an economic development entity.

Kimberly Allred, Business Relations & Strategic Partnerships Manager at Roswell Inc

THE RESULT

Roswell Inc now provides an instant, inclusive, and diverse CRE database to all businesses looking to relocate to or within the City of Roswell. It was able to cut back on costs and time, connect local brokers to potential businesses, access more property information, and help businesses relocate within days.

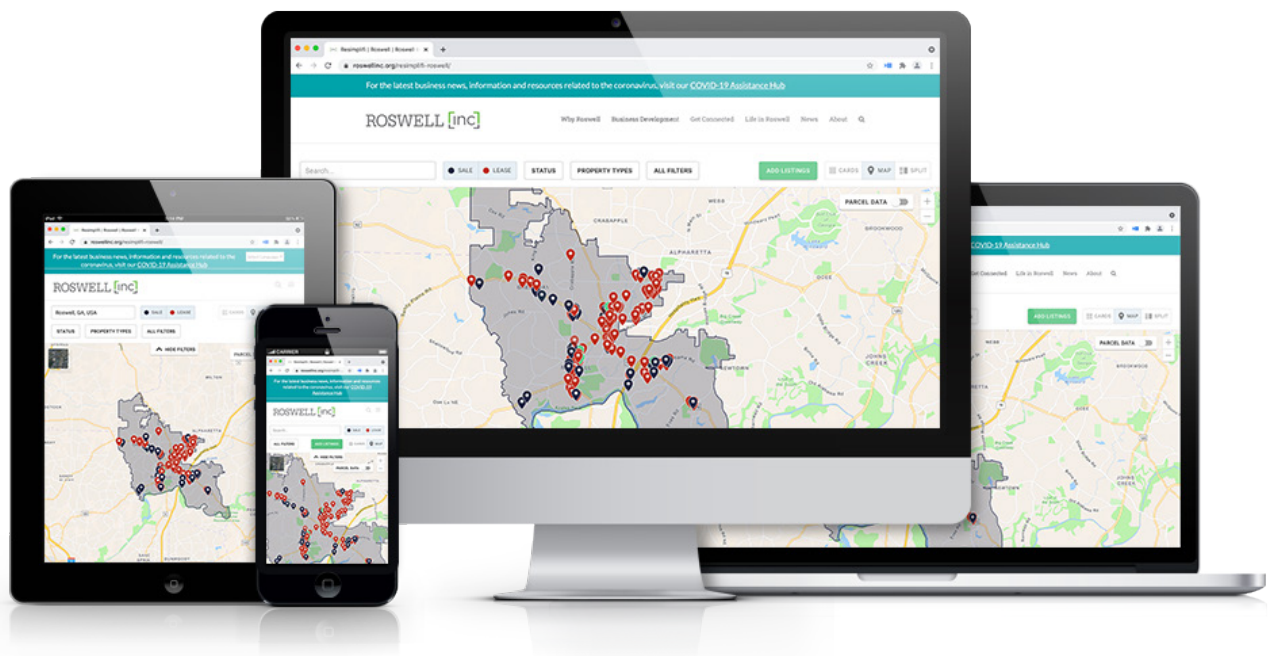
After an easy onboarding process and as little as 6 months of adopting REsimplifi's site selection tool, Roswell Inc began recording incredible results and collecting one success story after another. Thanks to REsimplifi, the organization gained access to smaller, local properties that could not be found on national platforms and had to be accessed through word-of-mouth or extensive manual search.

Additionally, REsimplifi allowed local brokers to expand their reach, list more of their properties, and connect to more prospective businesses planning to move to Roswell. The REsimplifi team

also regularly conducts market research, and discovers more local opportunities for brokers, tenants, and property owners.

In contrast with national platforms that are mainly geared towards office and industrial properties, the diversity of the REsimplifi database allows Roswell Inc to finally offer multiple CRE options for all kinds of businesses, allowing them to choose, relocate or move to larger sites.

Roswell Inc now has a head start in attracting and winning more business in their charming city, providing more jobs and opportunities to the local community, reducing vacancy rates for local property owners, and increasing the quality of overall economic development efforts.



SUCCESS STORY

In the first few months of using REsimplifi's database, Roswell Inc was able to retain a vital business. The company had been operating in Roswell for years and provided essential services to the local business community. Due to the termination of their lease agreement and the seemingly scarce alternatives in the local market, the company was considering moving out of Roswell into a neighboring city.

Roswell Inc was able to tap into the REsimplifi database, which instantly provided several options perfectly suitable for the needs of

the company. It also sped up the process of information gathering and communication.

As a result, the company soon signed a new lease and was able to move to a larger property in Roswell, purchased new equipment, and hired new employees. Roswell Inc not only provided excellent and timely support to a local business, but also helped the company expand.

”

When considering our relocation strategies, a top priority was to stay in Roswell. After an exhaustive search of available spaces in Roswell, we were unable to find what we wanted/needed. I then turned to the Roswell Inc team for help. Using the REsimplifi site selection tool, they quickly came back to me with two sites for us to evaluate. We were able to negotiate a lease and are now in the build out phase and looking forward to making a move to our new home in the next few weeks.

I very much appreciate the support I've received from the entire Roswell Inc team as we've successfully managed the relocation process and achieved our goal to stay in Roswell.

Jim Tardif, Signs of Significance