

Fortune 500

Confidential Financial Services Client

Real estate strategy for a financial services company with a concentrated clientele of technology startups & high-net-worth investors. Our client provides business banking, liquidity management, & global fund banking.



Client Objectives

The client had an immediate need to triple their local footprint. As a Fortune 500 company, experiencing rapid growth in the wake of the pandemic, our client had several business objectives around recruitment, retention and growth. We defined the real estate to be Class A, top quality product, that would create an impressive space to host high-net-investor-clientele, while bolstering brand recognition, supporting recruitment efforts, and fostering retention.



Space

46,000 SF

Process

1. Cresa took a deep dive to define the company's targeted recruiting demographic, while also understanding the current employee profile through quantitative data. Cresa was able to identify retention trends and new labor pools within the market.
2. Cresa conducted an analytic market survey in conjunction with the comprehensive labor data mentioned above, to identify the ideal submarket which was the South End submarket in Charlotte.
3. Cresa was able to shortlist properties that would appeal to the company's innovative clientele, while fostering an internal employee culture in line with their long-term growth and retention goals.



Industry

Financial Services

Results

Cresa was able to negotiate a direct 46,000 SF office lease, at a **competitive rental rate**, in a Class A building within the South End submarket. South End is packed with high-end amenities and is currently experiencing a boom of new development and redevelopment projects. The submarket has a concentration of the client's industry peers, with a growing labor market that was consistent with the targeted demographic profile we first identified in our process.

Cresa was able to negotiate **tenant improvement terms** that would allow our client to specify and finish the space in a way that would maximize their client relationships and promote the company's innovative culture and brand identity.



Parking

4.0/1,000 SF

A challenge arose when the selected building was unable to accommodate the higher-than-market parking ratio of 4.0 spaces per 1,000 SF required by our client. The Cresa team was able to **develop a creative solution** by identifying a new construction opportunity which was simultaneously being delivered by the same ownership group. Upon this new neighboring multi-family development's delivery, Cresa was able to **secure the additional parking requirement**, fulfilling the 4.0 spaces per 1,000 SF parking ratio to accommodate our client's growth strategy.