



PRINTEDD PRODUCTS

2400 Forbes Drive, Austin, TX

SUCCESS STORY



Product Type

Industrial

Assignment Size

51,200 SF

Service Offerings

Land Assemblage

Architectural & Developer Interview
& Selection Process

Municipal Negotiations & Incentives

Tenant Finish Contractor Interview &
Selection Process

Financial Modeling & Securing
Construction Loan

Leasing of Excess Space to Incubate
Growth

Overview

PrintEdd Products was interested in acquiring their own building for investment purposes, while incubating their future growth. The client wanted to stay in the same business park, with limited options, while maintaining a competitive cash-flow basis with their current lease obligation. The objective needed to be accomplished prior to the lease expiring and would have to endure the City of Austin’s lethargic approval processes.

Strategy

- ✓ Competitively bid “design-build” contractors along with “developers” to compare costs
- ✓ Review lease and acquisition market opportunities to create leverage in the competitive marketplace
- ✓ Competitively bid architects to determine who was best to navigate thru the City of Austin

Results

PrintEdd Products purchased a high profile site in the same business park and constructed a high quality facility with an aggressive loan in place at a 53% discount from alternate lease sites. This facility is two and a half times larger than the existing site.

