



CHERRY ASSOCIATES

Commercial Real Estate Advisors



CASE STUDY



Transaction: 33,242 SF

Location: The Nexus at Waverly (NC)

Landlord: JV - Childress Klein/Rea Family

Real Estate Type: Headquarter & Service Center Lease Acquisition

ASSIGNMENT

Secure and build a dynamic headquarters location for Remi's executive functions and proprietary service center operation.

CHALLENGE

Two years prior to its lease expiration, Remi's then current headquarter office park was purchased by an out-of-market global real estate firm, creating a vastly different Landlord/Tenant dynamic. Navigating the new economic landscape would prove to be difficult.

STRATEGY

Cherry Associates engaged the market well in advance of Remi's lease expiration. Core Class A alternatives were sought, including two new mixed-use developments along the I-485/South perimeter. Pre-leasing negotiations were undertaken with two competing developers, driving below market pricing for Remi.

RESULT

Ultimately, Remi chose to relocate to Waverly, pre-leasing 1 1/4 floors at The Nexus. By signing a lease before the building was constructed, Remi secured a rental rate that proved to be almost \$5.00/SF less than the price offered to the market once the building was delivered. The terms negotiated on behalf of Remi by Cherry Associates were such that the Landlord mandated the execution of a Non-Disclosure Agreement. Not only did Remi win economically, but its new headquarters was designed and built to attract and retain talent, ensuring continued operating success for current and future ownership.