

**Case Study:**  
**ZENTA REALTY SERVICES, INC.**



**CHERRY & ASSOCIATES**  
the office tenant rep experts



**CLIENT:** Zenta Realty Services, Inc.

**TRANSACTION:**

110,500 SF Acquisition/Expansion  
with NC Incentives

**CURRENT EMPLOYEES:**

1,000 in Charlotte

**LOCATION:**

Forest Park VI & XI, Charlotte, NC

**REAL ESTATE TYPE:**

Global Outsourcing Service Center



**ASSIGNMENT:** Secure a solution to meet Zenta's rapid onshore servicing and operations growth.

**CHALLENGE:** Multi-phased transaction, including the relocation of Zenta's workforce from downtown Charlotte, to its new two building campus, all the while keeping operations live.

**STRATEGY:** Cherry & Associates successfully secured and negotiated 4 separate transactions, with three different ownership groups, strategically positioning Zenta with co-terminous leases between the buildings. Aggressive flexibility options to expand and contract were crucial to the final execution of each transaction.

**THE RESULT:** Zenta expanded its workforce by 8 ½ times in 12 months. C&A's representation allowed Zenta to strategically evaluate both NC and SC, ultimately securing a \$10m Jobs Development Investment Grant from NC. Zenta's campus now operates 40% below the real estate costs of its previous downtown Charlotte location.

