

Case Study:
BRIDGESTONE USA



CHERRY & ASSOCIATES
the office tenant rep experts



CLIENT: Bridgestone USA
TRANSACTION:
210,000 SF Acquisition & Consolidation
CURRENT EMPLOYEES:
4,500 in Nashville
LOCATION:
Highland Ridge Tower - Nashville, TN
REAL ESTATE TYPE: USA Headquarters

ASSIGNMENT: Secure a solution to meet Bridgestone's desire to have all facilities under one roof.

CHALLENGE: Bridgestone USA was operating in three separate facilities (45,000 SF/ 65,000 SF/ 70,000 SF). We were challenged to find a 210,000 SF facility to house Bridgestone's HQ, whereby three facilities could be consolidated into one.

STRATEGY: After narrowing down a list of facilities that met Bridgestone's needs, Request for Proposals were issued. Based on the size, this was a rather short list. After extensive negotiations Cherry & Associates was able to secure Bridgestone's first choice. Cherry & Associates was then retained to sell the 65,000 SF and 70,000 SF facilities.

THE RESULT: Cherry & Associates guided Bridgestone USA through the process of moving from three buildings into a single, more efficient facility. Our negotiations led to Bridgestone getting their first choice, and within one year, Cherry & Associates sold the other two vacated facilities.

 **BRIDGESTONE**