



*“After an extensive search throughout the western U.S., we are excited about our new location and the opportunity for our employees to live and work in a great city like San Antonio.”*

Tony Brown, Jr.  
Senior Vice President  
J. Crew, Inc.  
Prepared Statement

## OPPORTUNITY/CHALLENGE

Parkway Plaza, a five building campus style business park owned by Chase Merritt, lost a major tenant in November who occupied over 45,000 SF of space. This vacancy brought the occupancy level of the project down by 45%. The challenge was to find a replacement tenant of equal size to prevent financial loss to the ownership.

## SOLUTION

The solution was to market the building in a way that would attract a large, credit worthy tenant to the building quickly. Transwestern encouraged the ownership to purchase the FF&E to better enhance the marketability of the building. In addition to the thorough marketing campaign on a local and state level, Transwestern worked closely with the San Antonio EDF to ensure the building in its plug-n-play condition was marketed to all of their current and future prospects. J. Crew happened to be one of those prospects and toured the building at the end of October. Parkway Plaza’s move in ready condition combined with the attractive deal structure resulted in J. Crew signing a lease within 3 months of the space being on the market.

## VALUE ADDED BY TRANSWESTERN

- Encouraged Chase Merritt to invest in the FF&E to enhance the marketability of the space.
- Direct marketing campaign to local brokers and national brokers who specialize in call centers.
- Worked closely with the EDF to ensure that Parkway Plaza was available to market to potential companies considering a location in San Antonio.