



Rome Towers

Case Study: Brokerage

The Scenario

Built in 2007, Rome Towers stands as one of the prominent buildings in the Gilbert, Arizona Market. The ownership group acquired this asset and immediately engaged Crescendo to execute on their leasing strategy which was developed during due diligence.

Actions & Result

Prior to the investment closing, our team worked closely with ownership to attract an anchor surgery center tenant that will occupy one-third of the vacant space. Crescendo also completed a renewal for one of the largest tenants, a National imaging center, and converted their lease from modified gross to net. Crescendo's hands-on approach to building relationships with existing tenants allowed us to quickly fill our pipeline with high-quality medical tenants. With the anchor surgery center serving as the catalyst for future medical growth, we have been able to re-position this building within the market of Gilbert.

The Crescendo Difference

The team at Crescendo was able to drive substantial value by working closely with the ownership group during the due diligence process. Crescendo's efforts led to a 15% increase in asset value between purchase price and close and ownership is poised to capture addition value.

Key Metrics

\$4m
Value-Add

15%
Asset
Value
Increase

Contact us to learn how Crescendo can drive results for your asset!

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