

EXTRAORDINARY DELIVERED

3630 PEACHTREE

Atlanta, Georgia
Property Management

OPPORTUNITY

3630 Peachtree is a 34-story, 1.3M rsf mixed-use asset located in Buckhead. The property features 438,709 rsf of Class A office and retail as well as 125 Ritz Carlton residential condominium units. At the time Heitman acquired the asset in 2014 from the original developer, the asset lacked effective management of the Master Association for the entire asset including the Residences, and demanded a strong need to implement tenant services and build a community within the asset.

SOLUTION

- Initiate and maintain a strong relationship with the Board of the Residences to ensure the needs of the residents are met and not disturbed by the office component.
- Implement the Transwestern Experience with a strong focus on tenant relations, events and asset community initiatives.
- Collaborate with the Transwestern Leasing team on all leasing efforts and tenant and prospective tenant needs.

RESULTS

Transwestern has successfully implemented several Transwestern Experience initiatives resulting in tenant to tenant collaboration, tenant retention and satisfaction as well as employee stickiness to the asset as their workplace. Leasing has increased to 97% since taking on the assignment.

