



Dallas-Fort Worth

Former American Airlines World Headquarters

Capital Markets

American Airlines former World Headquarters is a 3 building, 1.39 million square foot office campus encompassing 40 acres. It has served as the World Headquarters for both American Airlines, Inc. and American Airlines Federal Credit Union and is strategically located equidistant between the cities of Dallas and Fort Worth.

In preparation for selling the space, Transwestern conducted an exhaustive analysis of both predictive and prescriptive analytics to discover and emphasize the innumerable campus demographic attributes. This included location, educational stratification, mass transit, residential and office market history, and competitiveness. Multiple discounted cash flow models were beta tested against similar assets in surrounding competitive submarkets. High impact video and graphic strategies drove all marketing initiatives from initial market launch to offering culmination.

Transwestern created exceptional interest in and achieved target pricing for the assets by fostering a competitive bidding environment that substantiated the assets excellent condition, epicenter location, surrounding residential & entertainment options and financial viability.

“This offering presents the buyer with an outstanding opportunity to reconceive a ground zero located office campus with exceptional recruiting access to both Dallas and Fort Worth.”

Mike Hardage
Managing Director/Capital Markets