

# MERRY MAIDS

Case Study: Tenant Rep - A Critical Move

#### **CHALLENGE**

The owners of the Charlotte area Merry Maids franchise had leased their Class-C office space in South Charlotte for almost 20 years. They enjoyed the location and the below-market rent, but over time it became cramped and the Landlord became less responsive to their most basic maintenance requests. Merry Maids needed to move into a newer and larger space with a Landlord that was attentive to its tenants.

Merry Maids needed a traditional office setup for their normal operational staff with extra room and extra parking for their 25 clean-up teams who meet every morning before their house-calls. They also needed hookups and venting for multiple washer/dryers—a requirement that rules out most traditional suburban office parks. These factors plus the need for safety and security for a mostly-female staff made finding an ideal space in a non-industrial location a challenge.

### **ACTION**

Merry Maids hired Matt Wall, Owner/Broker at Sterling Properties Group. Matt identified all the properties in the market that had the required space available and focused on those that could provide for the high parking ratio, allowed for multiple washer/dryer hookups with venting, and also had safe ingress/egress from the major commercial corridor where Merry Maids wanted to remain. After looking at many spaces, Matt focused on two main opportunities that could meet the basic requirements. Matt shared Merry Maid's goals and priorities with both Landlords and solicited lease proposals from both. While he and Merry Maid compared the pros and cons of each option, Matt talked to current tenants in each park—and found one of the potential Landlords did not receive high marks for property management and tenant retention. Matt then negotiated the best deal with the best of the two Landlords and Merry Maids secured their new space.



#### **RESULTS**

- Matt secured a newer and larger location for the Merry Maids that would allow for their future staff growth potential within their lease budget.
- Matt negotiated a turnkey buildout to fit Merry Maid's space needs and washer/dryer specs with minimal out-of-pocket cost.
- Matt negotiated overflow parking for 27 cars in rear of the new space.
- Matt negotiated 1-month of free rent to ease the costs of transitioning space.

#### **TESTIMONIAL**

"It was not easy to move after spending 20-years in the same space. This was a critical move at a critical time for our business. Matt listened closely to our needs and patiently led us through an unfamiliar process. He was always our advocate and helped avoid many of the Landlord issues we had with our prior office. We love our new space and would not hesitate to recommend Sterling Properties Group to anyone making a move with their business!" --JL/Owner

FOR MORE INFORMATION, CONTACT:

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