

Address

400 Manley Street
West Bridgewater, Massachusetts

Square Footage Leased

130,000 RSF

The Company

Specialty Catalog Corporation is the nation's leading direct marketer of women's wigs and hair pieces serving the fashion and medical hair loss needs of millions of women.

The Challenge

To consolidate Specialty Catalog Corporation's corporate office and distribution center. Then, to consolidate within two facilities in different towns, as well as differing lease expiration dates and ultimately creating one facility near their existing corporate site in Easton. As a special challenge, since SCC's 40,000 square foot office requirement was up against an imminent expiration date and was atypically large for most combined-use warehouse sites, the company faced possible retrofitting and expanding of new office space within a limited time frame, in addition to structuring a deal that could meet their different lease expirations.

The Results

Identified a short list of buildings and landlords amenable to Specialty Catalog's situation and willing to invest in build out and phased in rent obligations.

Created an "auction" environment between the final 2 buildings competing for Specialty Catalog's tenancy to maximize leverage.

Structured a deal at the final building which had a large office build-out already in place, was within 2 miles of their corporate offices; negotiated 9 months of free rent to offset paying double rent for their warehouse portion.

Our Project Management team was able to facilitate all improvements one week early as well as under budget.

FHO Partners remained involved throughout lease negotiations, construction and move in to help assure an on-time delivery of the office space.



"It was apparent from the start that the FHO Partners team had a strong knowledge of the South Shore real estate market. They are a dedicated group of professionals that are enjoyable to work with and have a lot of experience in negotiating a company's real estate lease and helping manage a complicated, time sensitive move."

Peter Tulp
Chief Financial Officer
Specialty Catalog Corp.