

# Success Story



## Panattoni Hillwood

### The Client

The Panattoni Hillwood Partnership was formed by combining two of the largest industrial developers in the country. Together they built over 5.2 million square feet.

### The Challenge

The clients built 1.257 million square feet of speculative Class A Industrial space in two phases with no pre-leasing in place. During this period, the submarket was very soft and other new large buildings sat vacant nearby. In addition, there was heavy competition from new developments nearby in Coppell, Carrollton, and other areas surrounding DFW Airport.



### The Solution

Using our ultra aggressive and proactive marketing plan, including an elaborate “slab pouring” party, we were able to bring the entire portfolio from 0 to 93% leased in 13 months. Because of this leasing success, our client immediately sold the project at great profit. Before it sold, we had completed 8 different leases with mostly national companies for 1.164 million square feet in a very competitive leasing environment. Total value leases negotiated surpassed \$30 million.

### Transaction Summary

- **Address**  
1800 Waters Ridge, Lewisville, TX  
Waters Ridge I & III
- **Submarket**  
Waters Ridge
- **Industry**  
Development
- **Size**  
1.164 Million SF
- **Transaction Type**  
Lease
- **Property Owner**  
Panattoni-Hillwood