



CASE STUDY

Situation

Business was booming and Eagle Rock Distributing needed help consolidating three of their existing locations into one large scale efficient location. Through a long-term relationship with the decision makers, forged by Georgia Tech roots, Robert Aaron brought the business to Hughes-CRE. Robert and Tommy Hughes immediately set out to find Eagle Rock their ideal property. Eagle Rock was looking to consolidate their Rome, Dalton and Stone Mountain facilities into one 300,000-400,000 square foot facility as close to I-285 and I-85 in northeast Atlanta with an additional 30-40 acres of land for a build-to-suit corporate headquarters. This was a daunting task in the densely built area targeted.

Solution

After much work Tommy and Robert ended up finding a 735,000 square foot building, half of which provided the cooler space for the client, leaving the remaining half to lease and produce additional income for Eagle Rock. This 60-acre site was located 1 mile from I-285 and 3 miles from I-85. This facility would allow Eagle Rock to service the Metro Atlanta area with beer/beverage deliveries and save tremendous money on fuel costs with the closer proximity to the majority of their territories.

Through their market knowledge and relationship, Robert and Tommy secured the property at a below market rate, negotiating against 3 or 4 potential buyers. They were also instrumental in obtaining a \$250,000 price reduction within days of closing.

Eagle Rock purchased the facility and are currently in the process of building a 50,000 square foot Class A office building for their corporate headquarters. Hughes-CRE was also instrumental in facilitating relationships with the contractors and developer on the build-to-suit office building.

Eagle Rock was very satisfied with the work provided by Hughes-CRE in providing them an ideal location, saving them fuel costs and streamlining their business. Their purchase was such a success, they have received unsolicited offers to sell the building for a quick profit. As an added bonus, their new building is located within an opportunity zone providing a \$3,500 annual tax credit for each new employee to the State of Georgia for 5 years, thereby increasing the appeal of the balance of the building for a future tenant and helping Eagle Rock continue to grow.

Scope of Services

- Site Selection
- Building Acquisition
- Strategic Planning
- Due Diligence
- Landlord Representation

Total SF

735,000 SF

Contact:

Robert Aaron
raaron@hughes-cre.com
770.559.1099 x22

Tommy Hughes
thughes@hughes-cre.com
770.559.1099 x23