

# Wells Fargo Case Study

## Challenge

NAI James E. Hanson was approached by Wells Fargo, to locate sites in 9 counties in northern New Jersey for bank branches. The assignment has subsequently grown to 11 counties. Their requirements were very challenging; 1+ acres, 4 drive-ins, 35 car parking and at least 2 access points in highly desirable markets.

## Results

Joan successfully negotiated 18 signed deals for sites throughout Northern New Jersey and continues working with Wells Fargo to find them sites and provide real estate consulting services.

## Approach

Joan Cenicola, Vice President and former bank VP, researched and compiled availabilities in each market that fit Wells Fargo's site criteria. She promoted Wachovia Bank, N.A. at the International Council of Shopping Center conventions in Las Vegas and New York, attended by property owners, developers, and the retail brokerage community. Utilizing the technology and resources of NAI, Joan was able to deliver more options and market information than our competition.