

# 49 Rutherford Street Newark, New Jersey **Case Study**



## **Requirement**

In 2019 NAI sold properties located on Rutherford Street in Newark, NJ to CenterPoint Property Trust (“CenterPoint”). The Property contained several obsolete buildings on the 12.62 acre site. CenterPoint designed a 182,000 square foot state-of-the-art industrial building which featured 40' clear ceilings, 46 tailgates, 2 drive-ins, 83 trailer parking, 168 car parking.

## **Approach**

In November 2019, NAI Hanson began a multi-tiered marketing program to bring the property to the attention of various user groups and real estate brokers. NAI James E. Hanson marketed the Class A site to food and beverage users, port centric users, retailers and e-commerce companies.

A 14' X 48' billboard was installed and visible to 368,000 drivers per day.

Prior to commencement of construction, NAI Hanson counseled CenterPoint to quote an aggressive asking rent considering the relatively long time period until completion. During construction NAI Hanson monitored the market as rents continued to climb at unprecedented rates. NAI Hanson advised CenterPoint not to respond to several offers on the property which had come in based on the marketing efforts. Ultimately we advised our client to wait on selecting a final end user as the market continued to strengthen as the development progressed.

## **Results**

Nearing the completion of the development a Fortune 500 company signed a 10-year lease for the entire building in November 2021 prior to the completion of the building shell. They agreed to a rental rate **27% above the initial asking price** that was heavily considered in the early stages.