

Case Study:
HLR AMERICA



CHERRY & ASSOCIATES
the office tenant rep experts



CLIENT:

Hannover Reassurance Company of America
(HLR America)

TRANSACTION:

19,429 SF Right Size & Lease Renewal

LOCATION:

Ballantyne Corporate Park, Charlotte, NC

LANDLORD: Bissell

REAL ESTATE TYPE:

Life & Help Reinsurance Office with Data Center

ASSIGNMENT: To right size HLR's 25,000 SF Charlotte office, which it inherited through a business acquisition in 2009.

CHALLENGE: The Charlotte HLR office housed its major data center for the U.S. The infrastructure costs to move the data center would be enormous. Relocating the office to an alternative building with a new landlord was a last resort.

STRATEGY: While knowing that any leverage normally created by a move was severely impacted by the data center, Cherry & Associates created Tenant favored negotiations through its process of net effective financial analysis, providing HLR with price point targets to achieve the company's desired outcome.



THE RESULT: Cherry & Associates successfully secured a new five year lease with Bissell, resetting HLR's rental rate by \$2.40/SF, 1 year prior to its existing lease expiration. The footprint was reduced by 6,121 SF and construction was paid for by the landlord. Additionally, operational risks were eliminated by keeping the data center in place. HLR realized tangible savings of over \$920,000.