



EXTRAORDINARY DELIVERED

12435 PARK POTOMAC AVE.

Potomac, Maryland
Agency Leasing

OPPORTUNITY

In late 2017, Transwestern was retained by Foulger Pratt to lease 12435 Park Potomac Ave., a 131,000-square-foot, trophy-quality office building in Potomac, Maryland. The property is part of Park Potomac, a 585,000-square-foot mixed-use development that will total more than 2 million square feet when completed. Transwestern's Phil McCarthy, Keith Foery, Guy Copperthite and Mark Boyce are the lead listing agents.

SOLUTION

Transwestern marketed the property by illustrating Foulger-Pratt's excellent work in placemaking for the project, emphasizing the property as part of a high-end, walkable community that offers everything in one place, including some of the Washington metro area's trendiest retail – Founding Farmers, Addie's and Orangetheory Fitness – as well as plans for additional retail, including an entertainment concept.

RESULTS

Winchester Homes Inc. and Bronfman Rothschild have signed leases totaling 35,598 square feet. Winchester signed a 20,598-square-foot lease for its regional headquarters, and wealth management advisor Bronfman Rothschild signed a 14,601-square-foot lease for its national headquarters. As of August 2018, Transwestern brought the property up to 95% occupied.