



## EXTRAORDINARY DELIVERED

# 111 ROCKVILLE PIKE

Rockville, MD

Occupier Solutions

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### OPPORTUNITY

Aronson LLC's lease was expiring, and they were looking to potentially relocate from their existing location in Rockville, Maryland. The relocation opportunity was spurred by the Aronson Partners Group, who felt a new location would help attract talent and expand their client base.

### SOLUTION

The Transwestern Leasing Team knew the best way to pair Aronson's needs with the best location option would come from taking a deep dive into the company values, mission and long-term goals. Transwestern invested significant time and resources collaborating and learning from Aronson stakeholders and employees to uncover the driving factors that made the company tick. Ultimately, distinguishing the values of talent acquisition and retention, commute time, client retention and new business and team collaboration surfaced, and guided Transwestern into providing the best option for Aronson.

### RESULTS

Transwestern utilized the people and insights from Aronson to find the company a new location at 111 Rockville Pike in Rockville, Maryland. The 31-month timeline originally was scheduled for an April 30, 2020 move-in, but the renovations are complete ahead of schedule and will support an early move-in date of December 2019.