



EXTRAORDINARY DELIVERED

## 5335 WISCONSIN AVE NW

Washington, D.C.

Agency Leasing

### OPPORTUNITY

The ownership of 5335 Wisconsin Avenue was looking to hire a leasing team to handle the 200,000 square foot office building within a mixed-use asset located in northwest Washington, D.C. The Class A asset in the Uptown submarket benefited from proximity to public transportation but required a rebrand in order to stand out from the commodity competition and increase office space leasing.

### SOLUTION

Transwestern understood the significance of the location's outstanding amenities, workspace and neighborhood connectivity. The team developed plans to launch a new office brand to the D.C. brokerage community, aiming to separate and highlight the office brand and create a new lobby/entry experience. They also recommended on expanding the existing amenity space on the third floor to include a 50+ person conference space and enhance the existing tenant lounge.

### RESULTS

Transwestern was awarded the leasing assignment, and the Transwestern Urban Leasing team consisting of George Vogelei, Heather Nevin, Erin Kurucz, Scott Fetterolf and Ryan Ferguson will focus on the leasing of the current 50,000 square feet of vacancy in 2020 and renewing the existing tenants. The focus is to create new branding for the office building, market the expansion and upgrade of the building amenities, and deliver new specs suites.