

THE LAB

Building Experts

- Creative Doers
- High Achievers
- Value Drivers
- Opportunity Seekers



TRANSWESTERN

REAL ESTATE
SERVICES

Better data + Improved perceptions = Smarter and faster leasing performance.

The Lab uses expert analysis and data to discover what your building needs to maximize value and increase leasing velocity. Transwestern gives owners the experience and edge its competitors cannot. We take our experience, knowledge and marketing expertise and combine it with data to improve perception and propel your building forward

The Lab experts deconstruct your building and reimagine it from their specific expertise and point of view.

Together, they forge a cohesive strategy and leasing blueprint that is designed to play off of your strengths and change the property's perception in the market.

Good ideas put into practice. That's thinking beyond the obvious.

WORKPLACE STRATEGIES

Adam Stoltz - NYC

BUILDING POSITIONING

Lindsay Ornstein - NYC

TENANT EXPERIENCE

Micah Larmie - CHI

BRANDING & MARKETING

John Herbst - CHI

MILLENNIAL EDGE

Will McDonald - MPLS

PLACE MAKING

Sara Maffey - ATL

TOUR STRATEGY

Mike Watts - CHI

DATA ANALYTICS

Xander Walbridge - SF

PROGRESSIVE MANAGEMENT

Katie Sakach - AUS

WORKPLACE AMENITIES

Erin Wendorf - MPLS

A team of specialists

The Lab brings together industry professionals from across the United States to identify hidden potential. Each brings a unique perspective and skill set.

PROCESS

The Lab is your partner to accelerate leasing and put your buildings on the fast track to financial success.

- > Onsite property inspection (2-3 weeks)
- > Data collection and verification (3-4 weeks)
- > Analysis (4-6 weeks)
- > Once analysis is complete, we present a full Diagnostic Report that serves as a leasing and marketing blueprint moving forward.