



EXTRAORDINARY DELIVERED

4500 EAST WEST

Bethesda, Maryland
Agency Leasing

OPPORTUNITY

Transwestern was hired by Carr Properties to provide leasing services for 4500 East West, the first new office building in downtown Bethesda in 15 years. The 228,372-square-foot property was constructed with no pre-leased tenants, and while it was a trophy office building, it was located away from the main drag with prime restaurant and retail amenities.

SOLUTION

To compensate for the less desirable location, the Transwestern leasing team successfully pushed for the inclusion of a full package of top-notch amenities, including a landscaped rooftop terrace with covered and open-air seating, a catering kitchen and restrooms; conference center equipped with video-conferencing technology; fitness center with lockers and showers; retail space for a white-tablecloth restaurant; and an outdoor, ground-level public plaza with commissioned artwork. Transwestern marketing highlighted: the fact that no other building in downtown Bethesda offered such a full range of amenities all in one place; that this was the first LEED Platinum certified building in downtown Bethesda; and the efficient floor plates with minimal columns and 9-foot finished ceilings.

RESULTS

As of September 2017, the property was 91.1% leased.