

EXTRAORDINARY DELIVERED

500 W MADISON ST.

Chicago, IL
Agency Leasing

OPPORTUNITY

500 W Madison is a Class A, 1.4 million SF building connected to the Metra train station in the West Loop. At the time of hire, the asset was 92% leased with two large tenants in the process of relocating. This led to the need for capital improvements and a refresh of the buildings brand.

SOLUTION

- Created a vision to raise the property level inclusive of property enhancements and strategic marketing campaign.
- Add fitness facility and tenant lounge to appeal to the millennial generation.
- Update lobby, elevators and outside landscaping to rejuvenate the space.

RESULTS

Within the first six months, Transwestern was able to push rental rates 15%-20% higher than what the asset was previously getting across the board. After 18 months, the building was 96% leased, retained both large tenants, and was a finalist for a TOBY award.

