



EXTRAORDINARY DELIVERED

6010 EXECUTIVE BOULEVARD

Rockville, Maryland
Agency Leasing

OPPORTUNITY

The property was approximately 40% leased when Transwestern was awarded the leasing assignment by the Ronald D. Paul Companies, which had recently purchased the building. It had been neglected and was largely ignored by the brokerage community as a result.

SOLUTION

Building ownership updated the lobby, common areas, landscaping and lighting. Transwestern reintroduced the building as “new” with fresh branding and marketing materials. Transwestern alerted the brokerage community about new ownership and hosted multiple broker events to show off the renovations.

RESULTS

Within 24 months of taking on the leasing assignment, the property was approximately 80% leased and is currently 100% leased.