

INDUSTRIAL TENANT REPRESENTATION

CASE STUDY



Furniture of America DFW Airport Submarket



Tenant Background

Furniture of America is your provider of life changing and home altering furniture. We believe that furniture carries with it the emotion of joy. It can breathe life into your home and reshape the way you interact in your domestic realm. We feel that your home should reflect who you are and how you want those closest to you to feel when they enter a room. It is a long journey from manufacturing, to retail, and finally to your home. FOA is committed to our role in delivering furniture along its journey of happiness.

The Challenge:

FOA was in a 130,000 sf facility with their lease expiring in 12 months. They were looking to expand their Texas operations, but needed a more efficient and visible warehouse. Their previous space was 16' clear height and allowed them to stack product two pallets high. Their location was also tucked back in a submarket several miles away from the highway system preventing any drive-by visibility.

The Result:

Joe and Brock were able to locate a new facility with 32' clear height, allowing them more cubic square feet enabling racking up to five pallets high in some areas. Their new showroom/warehouse is state of the art in a brand new Class A facility located in the DFW Airport Submarket with visible signage to 130,000 cars per day. Additionally, FOA was able to ensure future growth projections as Bradford negotiated multiple expansion options for them within the Business Park.



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