

Primary Solutions Case Study

“Joe and Mark were great to work with. They not only sold our building for a great price, but they were also able to find us the new space we needed with the expertise to get the deals done in our timeframe.”

**- Brian Marshall,
President, Primary
Solutions**



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Project

Located in Columbus, Primary Solutions is a software development company. In 1998, Primary Solutions launched their flagship Gatekeeper Software. Gatekeeper was designed to address the evolving information management needs of Ohio's county boards of Developmentally Disabled. Shortly after, Primary Solutions went to market with their Advisor software to meet the billing and management challenges of DD provider agencies in Ohio.

Due to Primary Solutions' continued success as well as recent business acquisitions, the company had outgrown their space at 6665 Busch Blvd in Columbus.

Brian Marshall engaged NAI Ohio Equities brokers Mark Francescon and Joe Menninger of The Capital City Team within NAI Ohio Equities to represent Primary Solutions.

Challenge

The real estate market was experiencing higher demand than supply for single-tenant office buildings within the Columbus MSA. The goal was to assist Primary Solutions solve their real estate need by representing them in the sale of their building at 6665 Busch Blvd. and relocate to a new single-tenant office building on a timeline that will allow for no disruption in normal business.

Solution

6665 Busch Boulevard in Columbus is a 12,000 office building in excellent condition with a great balance of offices and open workspaces. Mark and Joe were able to market, negotiate and enter into a purchase agreement within two months of listing the property, it was sold at 99% of the ask price. Mark and Joe also assisted Primary Solutions negotiate a lease back from the buyer to bridge the gap in timing and allow them to continue to operate until relocating.

Mark and Joe surveyed the market and identified several buildings that looked to potentially meet the needs of Primary Solutions. After touring several spaces, they identified 707 Park Meadow Road in Westerville as a perfect fit for the company. This single-tenant office building included 19,000 square feet on about 4 acres and was not on the market before they assisted in negotiating the sale of the building. The property was occupied by a tenant, so Mark and Joe assisted in lining up the acquisition timeline and existing tenants' lease with the lease back at 6665 Busch Blvd.