



Case Study

Brooklyn Tweed



OUR ASSIGNMENT

Brooklyn Tweed, purveyors of high-quality, unique yarn materials and knitwear design, left their home base in New Jersey and moved west to Portland to find new space for its headquarters and shipping operations.

OUR APPROACH

Brooklyn Tweed took on the enormous challenge of looking for new space from nearly 3,000 miles away. Under a tight timeframe, the company owners knew nothing about Portland's real estate market and were referred to Melvin Mark Brokerage Company to help navigate the process.

The company was looking for a unique type of product. Function was most important as the space would be used for both their office headquarters and their fulfillment center. Plus, the need to recruit employees to the new headquarters was paramount, making it essential to find a great location. And all of this had to be accomplished for a growing start-up on a realistic budget.

Guided by broker Al Kennedy, company owners viewed more than ten prospective locations and bid on three, with the first round of proposals proving unsuccessful. The owners were frustrated by the low inventory and anxious about meeting their deadline, and relied on Al to be their advocate.

OUR RESULTS

Al urged them to revisit a property they'd seen and already bid on with no results. He gave them insight on the landlord and worked with them throughout the leasing process. Even with a last-minute monkey wrench, Al was instrumental in the final negotiations that satisfied both the landlord and Brooklyn Tweed. The company is now happily housed in 4,500 square feet in NE Portland's Kerns neighborhood.

"In relocating our business from New York to Portland, we engaged Al Kennedy to find new headquarters space under a tight timeline. We were lucky to work with someone who took the time to listen to us and understand our specific needs. He put our best interests first and showed us that he really works on behalf of his clients."

— LUIGI BOCCIA, BUSINESS DEVELOPMENT,
BROOKLYN TWEED

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