

Founders Insurance Company

8777 Purdue Road
Indianapolis, IN 46268

The Challenge

Founders Insurance needed to identify a geographic location that would attract new employees. In addition, consideration to owning a building needed to be explored and Founders was growing.

The Cassidy Turley Solution

Mary Beth assisted Founders by:

- 1) Completing zip code study of existing employees
- 2) Completing demographic study of ideal employee base for future expansion of work force
- 3) Utilizing Cassidy Turley's alphaSure™ Strategy

Results Achieved

The College Park area was defined as the ideal location from both employee recruitment and company cost.

- A successful five year lease transaction that resulted in the least expensive occupancy cost.
- The lease includes a First Right

of Refusal on contiguous space to accommodate for future growth.

Benefits

- Diligent search process
- alphaSure™ Strategy - left nothing unexplored
- Analytic tools utilized to evaluate the bottom line of lease vs. own

Client Comments

"I want to express my gratitude to Mary Beth through this process. She understood our goals and diligently worked through the analysis and process to provide Founders with the option that was right for our needs."

Alan Zusman
Vice President, Founders Insurance

Client

Founders Insurance Company

Location

College Park Plaza
8777 Purdue Road
Indianapolis, IN 46268

Building Size

- 3,996 SF

Building Type

- Class A

Cassidy Turley Services

- Tenant Representation

Cassidy Turley Representative

- Mary Beth Kohart, SIOR, CCIM

For More Information Contact

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