



## Local News

May 15, 2009

### **Transwestern Awarded Management Services for Broward's Prestigious 110 Tower**

Transwestern's South Florida office is pleased to announce it has been appointed exclusive project manager for 110 Tower (formerly known as the AutoNation Tower), a 391,473 square-foot, 30-story Class "A" office tower located at 110 Southeast 6th Street in downtown Ft. Lauderdale. Ellen Rivera, CPM, Senior Property Manager, and Steve Arduser, Chief Engineer, will lead the on-site property management services. Walter Robinson, Senior Vice President, Laurel Oswald, Vice President, and Jennifer Lee, Associate, also with Transwestern, will handle the leasing efforts on behalf of GenCap Partner, LP.

Ms. Rivera and her staff recently joined Transwestern, prior to which they managed other class A office Building in downtown Ft. Lauderdale. "Our overall objective is to augment the value of this landmark building over the short and long-term," stated Ms. Rivera. "Continuous enhancement to 110 Tower is part of our strategic approach, providing our client's asset with a significant market advantage."

The symmetry of having the project management and leasing services being overseen by one advisory company provides 110 Tower with the greatest opportunity for success in the marketplace. The capital improvement program implemented by Transwestern will focus on the aesthetics, potential LEED/Green initiatives and operating systems at 110 Tower, upgrading all areas of the buildings efficiency to provide exceptional services to all tenants.

The second largest office building in Ft. Lauderdale's CBD, 110 Tower is currently occupied by national and regional tenants. "Some have speculated 110 Tower will convert into a government building, however, this is not the case. The close proximity to the courthouse, hotels, restaurants and other key businesses in Ft. Lauderdale's CBD makes this an ideal location for a myriad of industries," said Paul Vangrieken, asset manager with GenCap. "The rebranding and capital improvements to this stellar property will solidify 110 Tower's position as Broward's distinctive multi-tenant office building."

Transwestern's project management & development services team currently manages 1,937,386 square feet of office and industrial space in South Florida, bringing a vast degree of knowledge and experience in planning and designing facilities, which maximizes user flexibility. Transwestern has a lengthy tradition in leading all phases of the complex office and industrial/manufacturing development process, from initial conceptual planning through construction management and occupancy, as well as property management.

For more information about 110 Tower, please contact Ellen Rivera at (954) 607-6433 or visit [www.transwestern.net/Miami](http://www.transwestern.net/Miami).

About Transwestern:

Transwestern, one of the largest privately held commercial real estate and development firms in the U.S., is focused on creating value for our clients in each local market we serve. Transwestern's unique business model offers fully integrated real estate services and operates through six distinct functional lines of business: agency leasing, property and facility management, investment services, tenant advisory, development and research for a broad range of property types, including office, industrial, retail, healthcare and multifamily. Transwestern leads the industry in sustainability and has received multiple EPA ENERGY STAR® awards. We have partnered with



our clients and the USGBC to pursue LEED® certification on projects across the country. Please visit us at [www.transwestern.net](http://www.transwestern.net).

#### About GenCap Partners:

GenCap Partners, Inc. is a real estate investment, advisory firm based in Dallas, Texas. The firm provides specialized real estate advisory, asset management and development services to domestic and international institutions in core markets nationwide. GenCap focuses on creating value and superior returns for its clients through investments in office, multifamily and industrial products. The GenCap Group brings substantial experience in sourcing, underwriting, structuring and managing real estate investment and development transactions. GenCap's strategic approach to real estate balances opportunistic, core and value added approaches to the market to meet the unique risk profiles of its diverse clientele. GenCap currently manages over \$400 million on behalf of its European private and institutional clientele.