

National Community Reinvestment Coalition

Regions: Washington, DC

Service(s) Provided: Building Acquisition, Tenant Representation, Landlord Representation, Lease vs. Buy, Strategic Planning, Consulting

Size: 46,000 SF; 190,000 SF

Challenge

National Community Reinvestment Coalition (NCRC) is an association of more than 600 community-based organizations that promote access to basic banking services including credit and savings, to create and sustain affordable housing, job development and vibrant communities for America's working families.

NCRC owns 727 15th Street, NW as its headquarters building, occupying approximately 50% of the 46,000 SF building for its own use. NCRC has been having difficulty leasing the remaining space due to the economic downturn that resulted in 40% of the building becoming empty.

Additionally, NCRC required help in evaluating the short and long-term implications of owning the asset and deploying significant capital (per their strategic plan) into a new building in downtown Washington, DC.

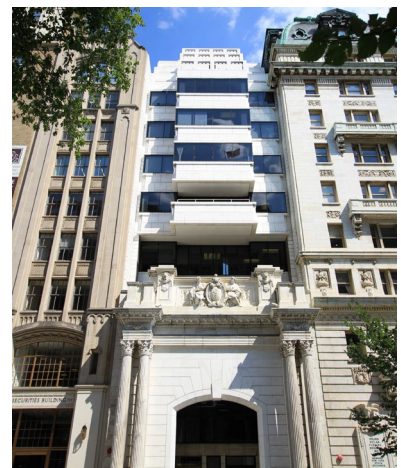
Solutions

NCRC hired the team of Newmark in the summer of 2014 to provide a strategic real estate plan analysis to determine whether to sell the building and relocate. Simultaneously Newmark began an aggressive marketing campaign to find tenants to lease the 40% vacancy to provide additional options to NCRC.

In a six month period, Newmark efforts resulted in finding tenants to lease a majority of the vacancy increasing the occupancy rate to 96%. In addition, Newmark was able to create additional value for NCRC in the form of more favorable lease terms.

As a result of these efforts and increased value, NCRC has hired Newmark to market the building for sale as well as find a larger building (approximately 190,000 square feet) to serve as NCRC's new headquarters and investment property.

In June 2016, Newmark successfully negotiated an "off-market" transaction for NCRC that resulted in its acquisition of 740 15th Street, NW for \$88.2M. Newmark assisted NCRC in achieving their long-term goal of owning a 190,000 SF building just one block from the White House.



727 15th Street, NW



740 15th Street, NW