

Case Study: 6 North Pointe Ct



CBRE helps client purchase, renovate, revive and rebrand a unique medical office building



Key Information

Client

The Oral Surgery Institute of the Carolinas

Location

Greensboro, NC

Topline

13,932 Medical Office Space

Services Engaged

Advisory & Transaction Services and Project Management

Contact Us



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Value achieved

- Expanded the rentable square footage of the building
- Renovated and repositioned building to achieve a better return on investment
- Maximized investment value by making capital improvements

The Challenge

CBRE Triad was approached by Dr. Durham of The Oral Surgery Institute of the Carolinas (OSIC) to find a new location for his practice. He had previously leased space off North Church Street, but wanted to invest in a building he could purchase. The client had his eye on a specific building, but that building wasn't setup to accommodate the needs of his practice and would need to be completely renovated.

The Solutions

With the help of Rich Mossman and Heather Mix the client purchased the former Wanek Medical Center building and began making plans to renovate the building. The owner wanted to convert the building to make it completely medical, so the project management team devised a plan to renovate the building. The building was previously occupied by a holistic health practitioner and yoga studio so it had many features that needed to be upgraded or removed. There was a river running through the building with extensive landscaping and high ceilings in a portion of the building where the second floor overlooked the unique interior. Heather Mix supervised the project which would require 90% of the building to be gutted and completely redesigned.

The Results

CBRE Triad's Brokerage and Project Management teams executed the transaction, developed a strategy for the upfit and sponsored an open house to show off the newly renovated building. Renovations included expansion of the second floor, installation of an elevator, installation of a new generator, removal of the river and upgrades to the building with high end finishes. The original building was 9,578 square feet and after the expansion increased to 13,932 usable square feet making it more functional as a medical office building. CBRE helped sponsor the open house by sending out a press release to help market the new space which was rebranded as North Pointe Professional Center. The event was a success featuring food trucks, a live DJ and games. The open house attracted city officials, members of the Chamber of Commerce and many top professionals in the oral health community. CBRE assisted with the transaction, renovation and rebranding allowing the owner to expand the rentable square footage, make the space more functional, and maximize the value of his investment.