



# HARTLAND CASE STUDY



112 E CAPITOL DR.  
HARTLAND, WI



# “LESS IS MORE” STRATEGY IN ACTION



## BUYING

Brookline Branch acquired the Hartland branch as part of a portfolio sale-leaseback transaction with BMO. At purchase, the Hartland branch, while in an excellent location, faced issues with high vacancy rates, high expenses, and low community engagement.

## RIGHTSIZING & RE-SIGNING

2018 At transaction closing, BMO Rightsized to 47.46% of the leasable space and Re-Signed a 15 year lease.

2019

## RETROFITTING & REPURPOSING

Brookline Branch successfully undertook the Retrofitting of the former bank branch, transforming it into a multi-tenant office building. Areas that were vacant and in need of urgent maintenance were addressed seamlessly during the division process. To elevate the space, Brookline infused additional capital, designing several small office suites within the premises. This revamped the leasable and common areas into high-class office accommodations.

2020

## REPURPOSING

In the subsequent two years, marked by the quiet of the COVID pandemic, Brookline Branch focused on enhancing the building's curb appeal and intensifying marketing efforts for the vacant spaces. Local collaborations with the chamber of commerce and the Business Improvement District were strengthened. Third-party leasing brokers were engaged, introducing superior on-building signage and extending the online presence of the available spaces.

2021

## RE-LEASING

Capitalizing on new local relationships, Brookline Branch secured a partnership with a tenant collaborating with the City of Hartland's police department. In a show of support, Brookline facilitated the tenant's acquisition of a Main Street Bounce Back Grant. This advantageous move enabled the tenant to occupy a second-floor suite without incurring any expenses to their business.

2022

## RE-LEASING, REFRESHING, & RECONFIGURING

The concerted marketing and leasing endeavors bore fruit. In a swift turn of events, the remaining spaces in the building were Released by three office tenants.

With the building now fully occupied, BMO decided to Refresh its Rightsized branch space. This included modernizing the layout and branding, as well as adding technological improvements. As part of this Refresh, BMO asked to Reconfigure the first floor by exchanging space with a co-tenant. They sought a space adjacent to their main branch area to create a back-office break room. Our team successfully negotiated this exchange at no cost to BMO, resulting in a mutually beneficial arrangement for both occupants.

2023

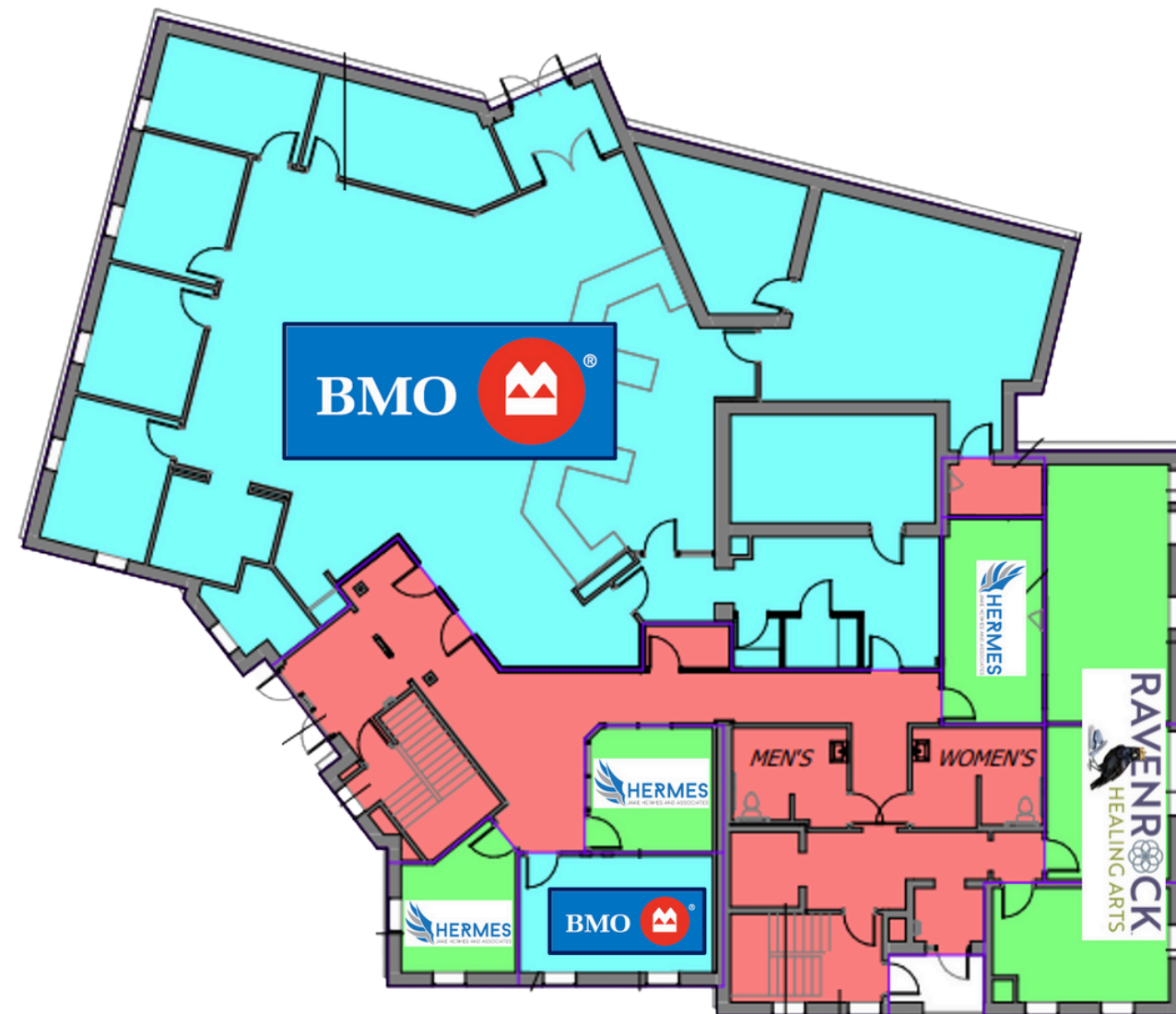


# BEFORE BMO-REQUESTED RECONFIGURATION FULLY LEASED BRANCH

KEY

LIGHT RED IS COMMON AREA  
ADDED AS PART OF RETROFITTING

FIRST FLOOR LEASE PLAN



SECOND FLOOR LEASE PLAN



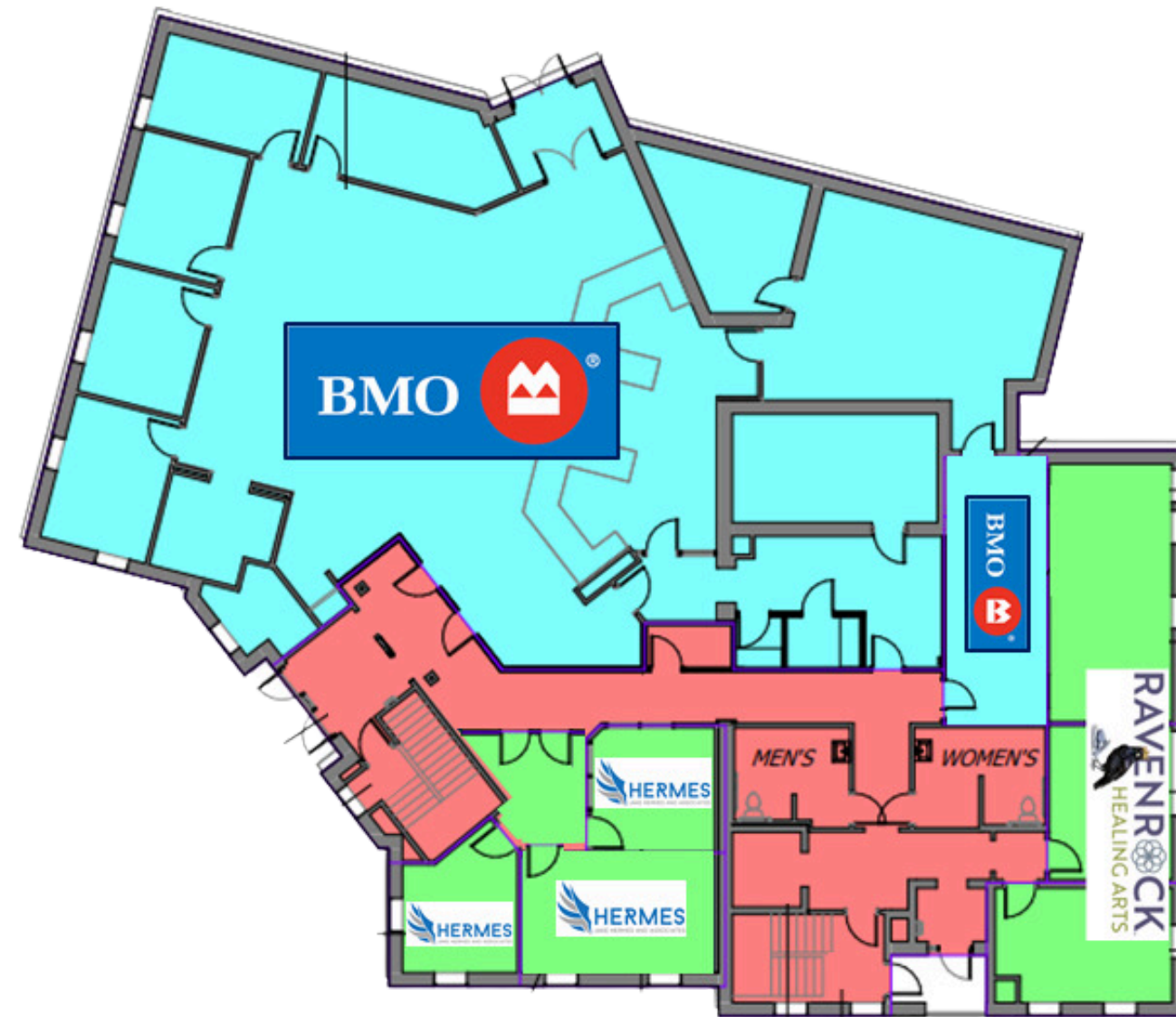


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# OCCUPANCY & LEASE-UP SUMMARY

