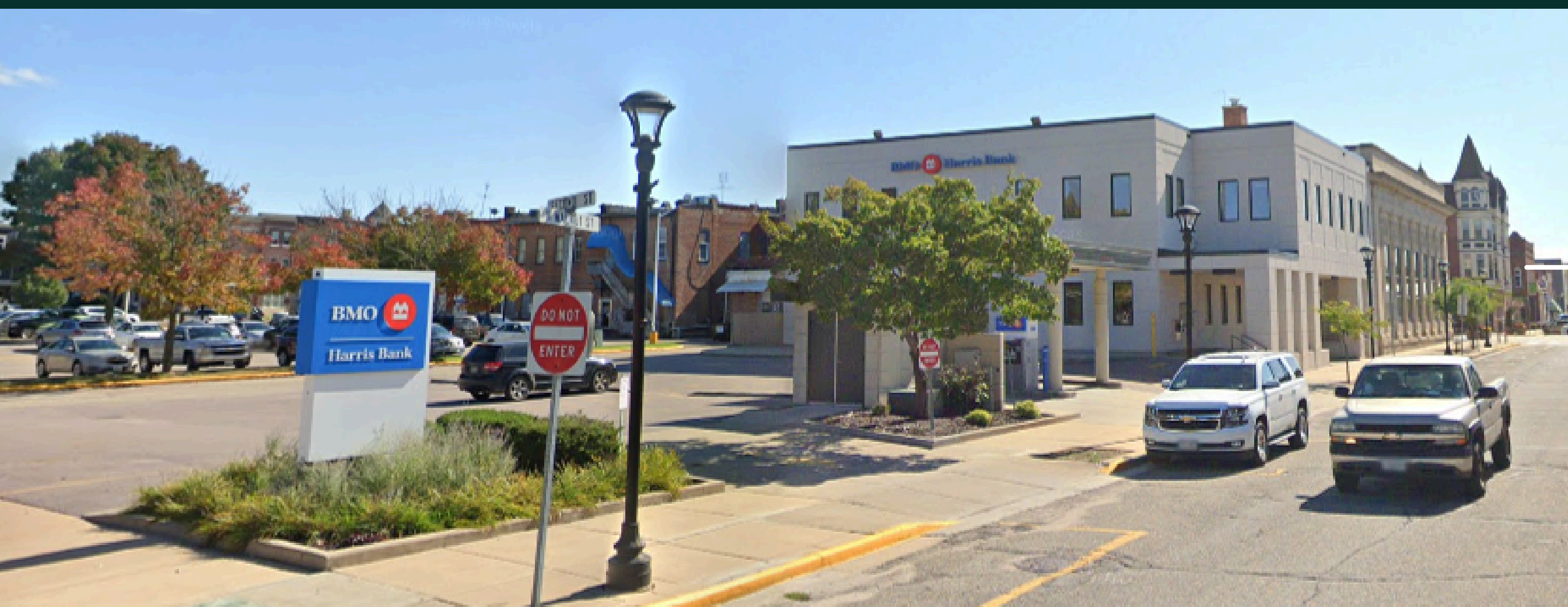




REEDSBURG CASE STUDY



—○ BUILDING FAÇADE



“LESS IS MORE” STRATEGY IN ACTION



BUYING

Brookline Asset Management bought the BMO 1 branch portfolio and the Reedsburg branch, located in Reedsburg, WI, is a part of that purchase. At purchase, the Reedsburg 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 33.28% of the leasable space and Re-Signed a 10 year lease.

2019

RETROFITTING & REPURPOSING

Brookline Asset Management completed the necessary Retrofitting work to convert the bank branch into a multi-tenant building. Vacant areas with immediate deferred maintenance needs were addressed during the demising process.

RE-LEASING

PARE Consultants, a private and public land appraiser, consulting firm, leased 1,000 SF of space in the building, reactivating second floor office space that had been unoccupied for 20 years.

REPURPOSING

BMO made the decision to vacate the Reedsburg branch and consolidate their team to a newer BMO branch located two miles away. Despite the relocation, BMO continued to fulfill their financial obligations by paying rent and CAM reimbursements for the vacated property. However, the consolidation provided the bank with immediate savings on operational expenses.

2020

2021

REPURPOSING

Starting in mid-2021, BMO approached Brookline regarding the possibility of an early termination agreement for their remaining lease term of 7 years. After a year-long negotiation process with Brookline Asset Management, BMO agreed to a buyout of nearly \$600,000, which accounted for approximately 80% of their remaining lease payments. Meanwhile, during the negotiation period, Brookline Asset Management commenced marketing the soon-to-be-vacant BMO area to attract new tenants, setting the stage for a transformative year in 2022.

2022

RE-LEASING

Brookline Asset Management successfully secured a 10-year lease for 10,500 square feet of office space including the entire first floor and two additional offices on the second floor. The lease was with Vierbicher, a prominent engineering firm founded in Reedsburg in 1976 that operates throughout the state. To accommodate Vierbicher's needs, Brookline Asset Management invested over \$300,000 in both hard and soft costs to convert the former BMO retail bank center into Vierbicher's new headquarters.

Additionally, Pare Consultants chose not to renew their lease, resulting in the vacating of their space. Brookline Asset Management quickly re-leased this and a second vacant area to Edward Jones, a well-known financial advisory firm with a national presence. After signing a 10-year lease, Edward Jones invested over \$200,000 to extensively renovate and improve the 1,500 square feet of office space. The renovations enhanced the suite's aesthetics, functionality, and overall value.

2023

REPURPOSING & RESELLING

Brookline Asset Management is currently marketing the property for resale at a higher price than its original purchase, thanks to several key factors. These include the building's near full occupancy, long-term leases with high-quality tenants, and extensive new buildout. The successful buyout of the BMO lease, combined with the nearly simultaneous leasing of almost all areas of the building, has positioned this property as a significant financial success story.

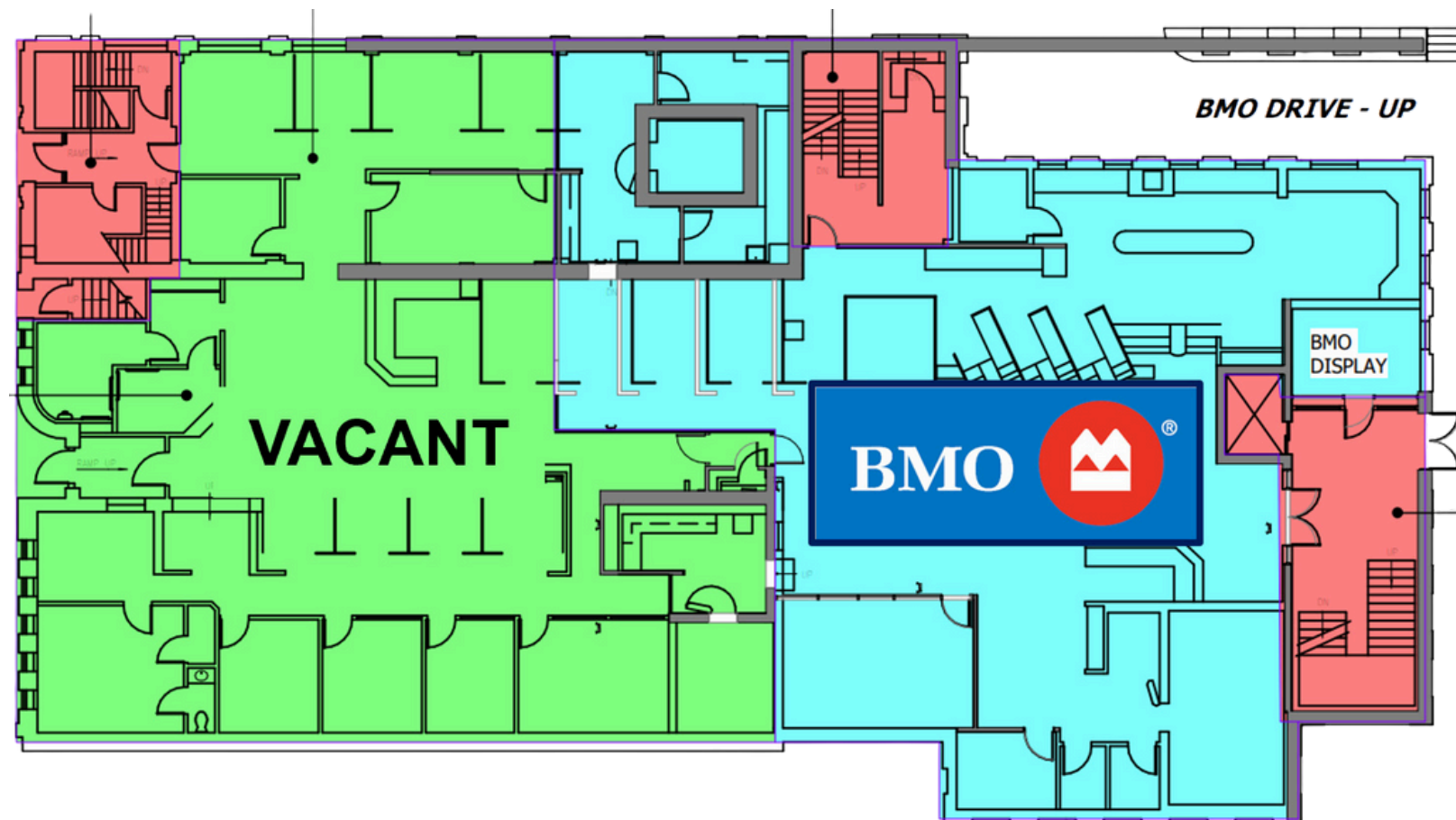


BEFORE BMO-REQUESTED RECONFIGURATION
FULLY LEASED BRANCH

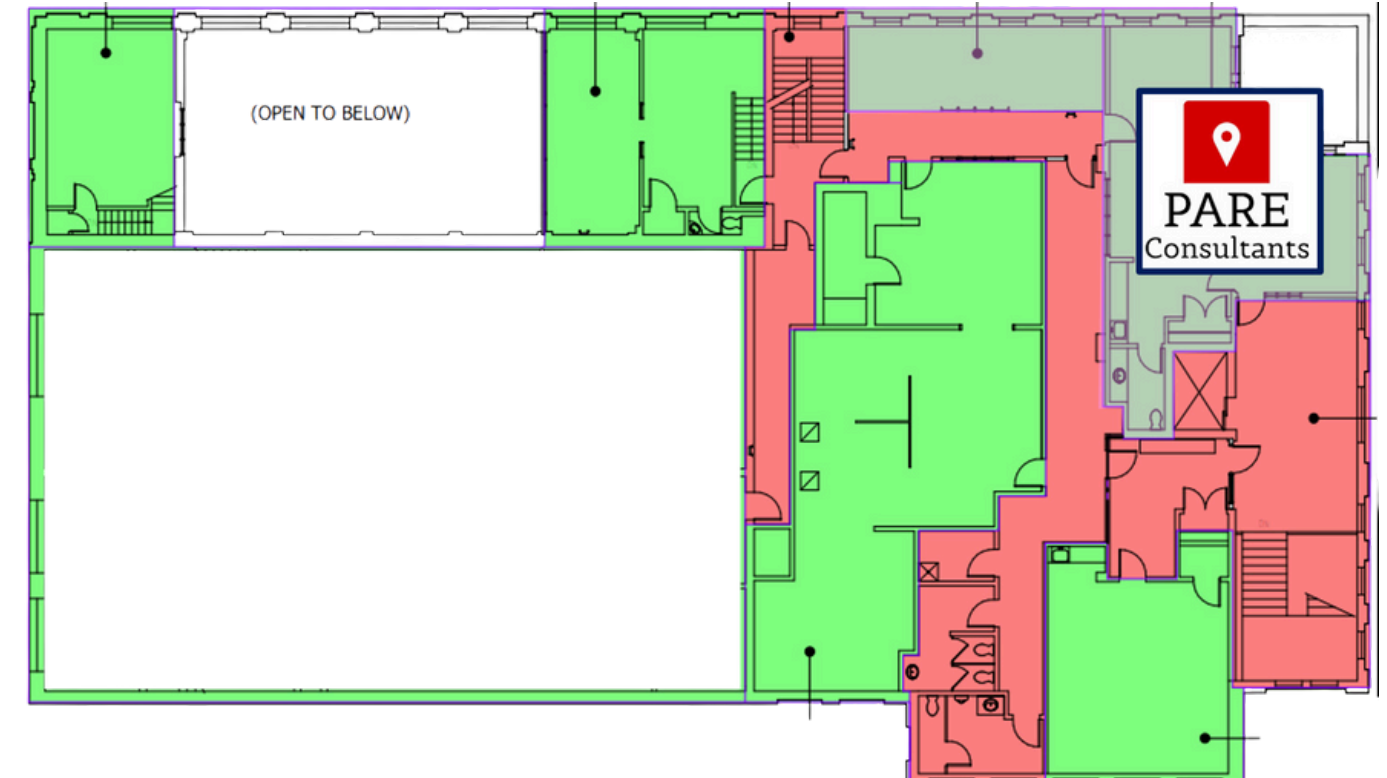
KEY

LIGHT RED IS COMMON AREA
ADDED AS PART OF RETROFITTING

FIRST FLOOR LEASE PLAN



SECOND FLOOR LEASE PLAN



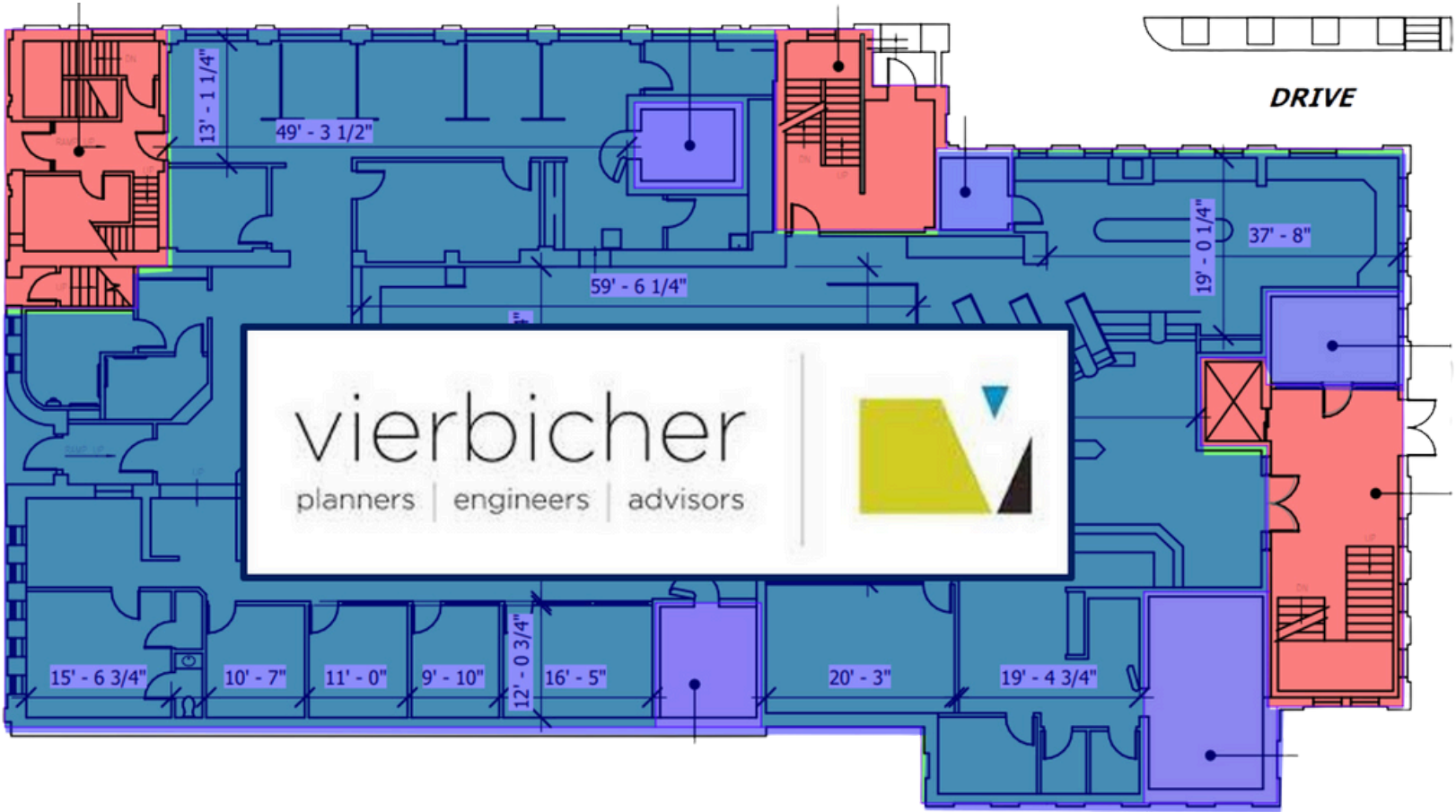
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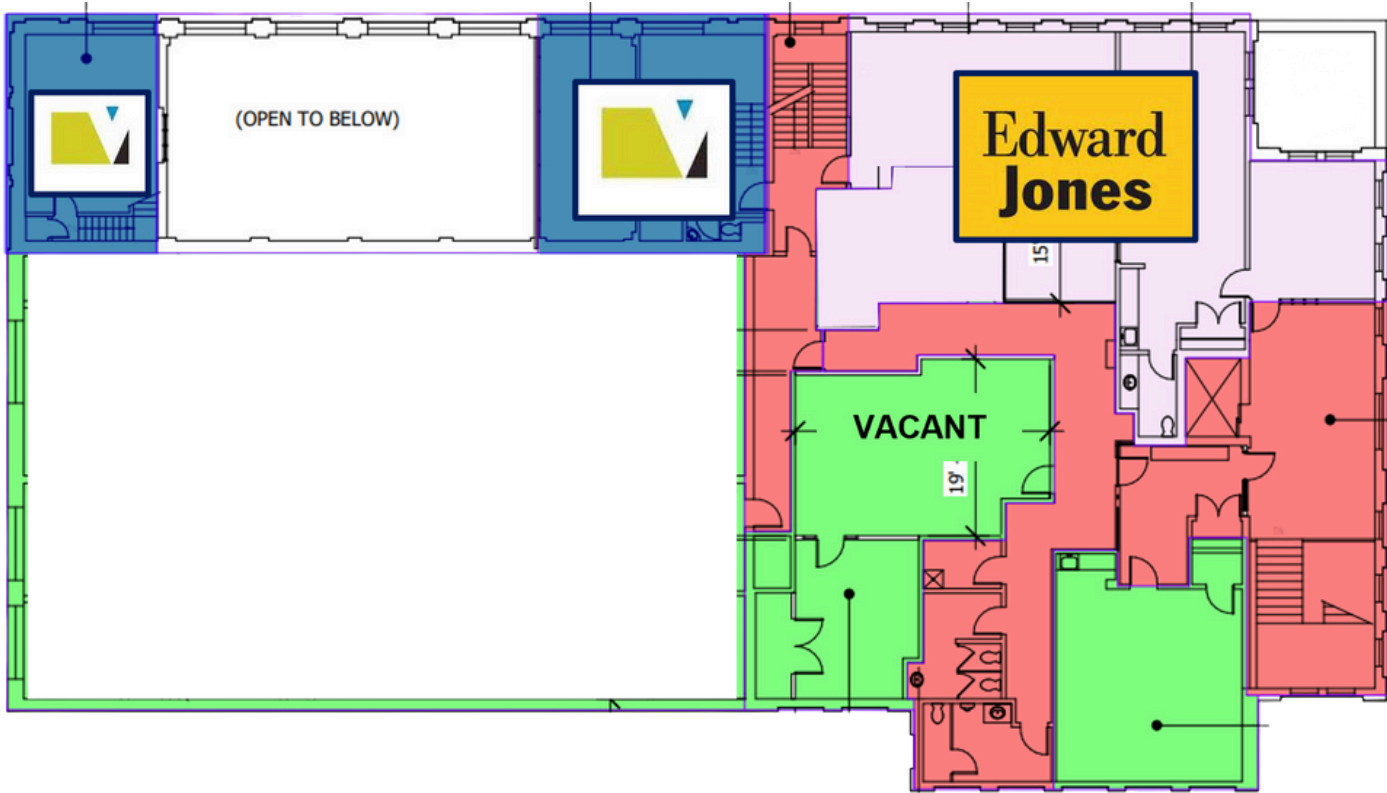
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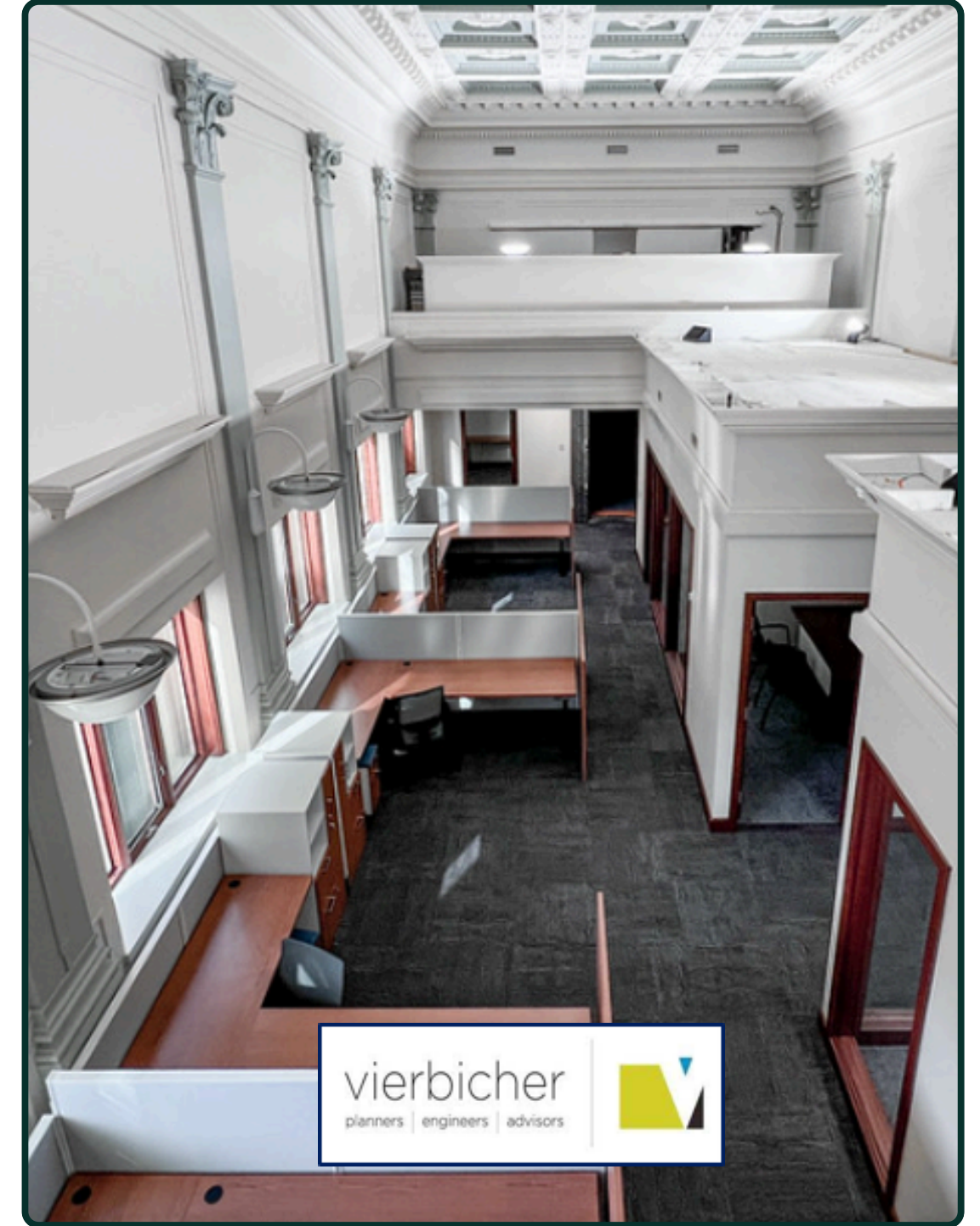
SECOND FLOOR LEASE PLAN



VIERBICHER BUILD-OUT



Brookline Asset Management became aware of Vierbicher's growing needs as their Reedsburg team required a new space to accommodate additional members and projected growth. Recognizing the importance of providing a suitable environment for tenants, Brookline Asset Management collaborated closely with Vierbicher's transition team, offering detailed planning of workstations and private offices while showcasing the former bank space's capacity. This allowed the Vierbicher transition team to make informed decisions before finalizing the lease agreement. Furthermore, Brookline Asset Management worked diligently to help Vierbicher maximize their tenant improvement (TI) budget and provided valuable recommendations regarding layout design and finish selections, tailored to their specific functional requirements. The result was a meticulously crafted workspace that not only met Vierbicher's needs but exceeded expectations.



ABOUT VIERBICHER

Founded by James Vierbicher, PE, in 1976, Vierbicher has become a leading community planning and civil engineering firm with deep roots in Reedsburg, Wisconsin. Through strategic expansion, Vierbicher has established offices in Madison (1987), Prairie du Chien (1999), and Milwaukee (2016), solidifying its presence across the state.

Reflecting their commitment to excellence, Vierbicher partnered with Brookline Asset Management to secure a 10-year lease for a remarkable 10,500 square feet of office space, skillfully transforming the former BMO retail bank center into their new state-of-the-art headquarters. The successful outcome of the project was made possible through significant investments from both parties.



The newly leased space boasts an impressive layout comprising 13 private offices, a reception station, 3 touch-down stations, 32 workstations evenly distributed between 6'x8' and 8'x8' configurations, and a well-appointed conference room.



OCCUPANCY & LEASE-UP SUMMARY

