

SUCCESS STORY

Phased Growth, Real Savings: How the Industrial Property Team Helped Dismas Expand Smarter

TRANSACTION PROFILE

Transaction Type: Lease

Building Type: Warehouse

Size: ±120,000 SF



444 McCormick Boulevard
Columbus, OH 43213

“This is the second time we have used NAI Ohio Equities using Matt Osowski. Both times Matt and his team took full ownership of the process. We were kept informed in every step of the process, no hidden snags at the end. Really trust Matt and his team as experts in their field.”

- Bob Parsons, Managing Partner



Project Overview

Dismas Distribution Services, a leader in the distribution of retail and beauty products, engaged the NAI Ohio Equities Industrial Property Team (IPT) to support their urgent need for facility expansion. Faced with onboarding a new client and growing demands from existing partners, Dismas required an additional 60,000 square feet of warehouse space within just a few months. Recognizing IPT as a market leader in industrial real estate, Dismas trusted the team to guide them through the complex process.

Challenges & Solutions

- **Urgent Expansion Need:** Required 60,000 SF of additional space before year-end.
- **Location Constraints:** Needed immediate proximity to existing operations to avoid added transportation costs.
- **Oversized Option:** The only viable nearby building was 120,000 SF—double the required size.
- **Budget and Timing Sensitivities:** Negotiations needed to secure favorable economics and phased occupancy terms.

Execution

To meet Dismas' needs, the IPT leveraged their deep knowledge of the local industrial market to identify a facility located directly next to Dismas' existing operations. Although the building was significantly larger than needed, the team developed a creative phased occupancy strategy that allowed Dismas to gradually expand into the 120,000 SF space over a 10-month period. This approach minimized upfront costs and aligned with operational growth.

Outcome

The IPT's creative and strategic approach allowed Dismas to meet their client deadlines without disruption, while also realizing major financial and logistical benefits. IPT negotiated aggressively on Dismas' behalf, securing five months of free rent and a 10.6% discount off market rental rates, all while eliminating the need for additional transportation costs. Their client-centered communication ensured Dismas was informed at every step, resulting in a seamless and successful expansion.