

SUCCESS STORY

STRATEGIC LEASING IN ACTION: REPOSITIONING 2211 S JAMES ROAD

TRANSACTION PROFILE

Transaction Type: Lease

Building Type: Warehouse

Size: ±11,875 SF



2211 S. James Road
Columbus, OH 43232

“Working with the NAI Ohio Equities Industrial Property Team was a seamless experience from start to finish. Their proactive approach, from coordinating contractors for critical improvements to identifying a tenant that aligned with our timeline, was instrumental in repositioning the property. Their market knowledge and persistence led to a successful lease with Columbus Memorials, and I couldn’t be more pleased with the outcome.”

- Gediminas Rozevicius, Owner

Project Overview

In 2025, the NAI Ohio Equities Industrial Property Team (IPT) assisted the owner of 2211 S James Road in Columbus, Ohio, with repositioning a vacant 11,875 SF industrial property after the owner consolidated operations. Matt Osowski led the effort by coordinating essential property upgrades and strategic marketing. Persistent outreach ultimately secured a tenant, resulting in a five-year lease that transformed the underutilized asset into a productive, income-generating property aligned with the landlord’s timeline and goals.

Challenges & Solutions

- **Challenge:** The owner of 2211 S James Road, decided to consolidate operations, leaving the building vacant. The property, while well-located and zoned for manufacturing, required substantial upgrades to meet market expectations and attract quality tenants.
- **Solution:** The IPT partnered closely with the landlord to implement targeted solutions that enhanced the property’s marketability. They coordinated trusted contractors for critical upgrades, including roofing, paint, paving, door repairs, and a full HVAC system replacement, identified during the marketing phase.

Execution

The IPT executed a proactive outreach strategy to generate tenant interest for 2211 S James Road, combining professional marketing materials, door-to-door engagement, and strong local network connections. Despite initial timing misalignments with several qualified prospects, the team remained persistent and adaptive, continuously refining their approach to align with the landlord’s availability. Their strategic execution ultimately positioned the property for a successful lease, demonstrating their commitment to delivering results even in a shifting market environment.

Outcome

Through persistent outreach and strategic marketing, the IPT identified Columbus Memorials as an ideal tenant for 2211 S James Road—one that aligned with the property’s use, location, and the landlord’s timeline. The successful negotiation and execution of a five-year lease transformed the previously underutilized industrial asset into a stable, income-generating property. This outcome not only delivered a strong return on investment for the landlord but also enhanced the property’s long-term market value and operational productivity.