

CASE STUDY - INVESTMENT STRATEGY

Mimms Enterprises owned two older shopping centers in Roswell, Georgia. Our firm was retained to formulate investment strategies for these assets in light of changes occurring in the retail industry. Redevelopment options were explored, as well as the potential to re-lease vacant spaces. In addition to the local retail market, we analyzed supply-demand conditions in the apartment, office, hotel, and senior housing sectors. City officials were also interviewed to understand their vision for the property and rezoning possibilities. Our work culminated with a detailed strategy to guide future investment decisions.

