

EōS Fitness

5005 Lyndon B Johnson Fwy
Dallas, TX

Headquarter Relocation via an
Expansion into the Texas Market



Client Objectives

EōS Fitness is an accessible, high-quality gym environment where anyone can pursue a range of fitness goals while offering premium fitness amenities, group classes, well-maintained equipment and facilities. Based in Phoenix, EōS Fitness has been growing their brand across fitness locations throughout Arizona, California, Florida, Nevada, Texas and Utah. In 2021, EōS Fitness made a strategic business decision to grow into the Texas market and relocate their headquarters to the Dallas Fort Worth metroplex. Through a business relationship, EōS Fitness was referred to Cresa as a trusted real estate advisor who could support their relocation requirement.

Actions

In Q4 2021, EōS Fitness engaged Cresa with their requirement, and needed to better understand where to start in the market. Cresa began thoroughly educating EōS Fitness about the Dallas office market, identifying locations which could support their fitness growth initiatives in a timely fashion, while maintaining proximity to various growth opportunities.

Beginning with approximately 40 opportunities, EōS Fitness and Cresa narrowed their options down to 10, once geographic parameters were optimized through further understanding of sub market comparisons, workforce availability, traffic patterns, rental rates, as well as potential liabilities. EōS Fitness and Cresa toured and began short-listing sites, while Cresa simultaneously offered financial analyses, commutation studies and transaction deliverables to guide the decision marketing process.

Results

After coordinating with EōS Fitness to strategically align negotiations with their greater commercial real estate strategy, a lease was fully executed in Q1 2022. Cresa successfully negotiated a direct lease term with below market rents, a generous tenant improvement allowance, and a substantial rent abatement period. As construction commences, Cresa also arranged for temporary swing space for EōS Fitness to operate as its new headquarter build-out progresses.



Notable Terms & Savings

Below Market Rent
Rent Abatement Period
Temporary Swing Space



Services Provided

Transaction Management
Site Selection
Financial Analysis
Consulting

“Alex Coe has been a delight to work with. He is extremely knowledgeable about the Dallas market, and the guidance and expertise that he provided has been invaluable as we navigated the relocation of our headquarters from Carlsbad, CA to Dallas, TX.”

Shilpi Sullivan,
Chief Marketing Officer
EOS Fitness