

# Mavich Branding Group

Valley View Business Center  
5325 FAA Boulevard  
Irving, TX 75061

Delivering an expedited, off-market relocation opportunity to support future business growth



## Client Objectives

Founded in 2012, Mavich Branding Group (Mavich) is a family-owned and operated business providing clients with a customized promotional marketing program through a full suite of products and services - from design and printing to online storefront and fulfillment. Celebrating 10 years of operations, Mavich wanted to expand its business to accommodate future growth and demand. Initially based in Southlake, Mavich’s facility needed to be updated and more functional to support operations. Through a referral, Mavich engaged Cresa to locate a purchase opportunity to accommodate business and operational growth initiatives.

## Actions

At the start of 2022, Cresa met with Mavich to undergo a needs assessment. After discovery conversations, Cresa mobilized to identify space opportunities to accommodate an updated, functional, and collaborative office space, higher clear height, more functional warehouse space, 100% HVAC, sufficient power to run current equipment and future machinery, and an overall more modern facility. After understanding the entire scope, Cresa vetted potential sale options. With high market cap rates and high sales prices, Cresa also evaluated lease opportunities, which made financial sense. Cresa went to market, pursuing several for sale, direct lease, and sublease availabilities. Demanding market conditions proved challenging, as Cresa explored off-market options.

## Results

Through due diligence and market knowledge, Cresa uncovered a sought-after 100% HVAC office/warehouse with curb appeal just south of the DFW airport. Cresa entered into negotiations to expedite occupancy as Mavich’s current lease was expiring. Parallel to holiday season negotiations, Cresa also obtained a certificate of occupancy from the city and contractor bids to paint, carpet, knock-down walls, and set up racking. The timing was tight, as Cresa negotiated to terminate an existing tenant’s lease for Mavich to incur only one month of holdover. Within 30 days, the general contractor completed the extensive remodel, and Mavich was able to move into its new facility.



## Notable Terms & Savings

- 24,000 SF Relcoation
- Significant Free Rent
- High Tenant Improvement Package
- Overall Lease Savings Compared to the Former Spend
- Limited Holdover



## Services Provided

- Transaction Management
- Site Selection
- Financial Analysis
- Lease Negotiations
- Construction Oversight

“We had an excellent experience with Alex Coe at Cresa with the lease of our industrial space. In a very competitive and quickly changing Dallas/Ft. Worth market, Alex constantly shifted gears and directions as opportunities opened and without his proactive approach our business operations would not have transitioned so seamlessly.”

Chris Manfredini, Founder / CEO  
Mavich Branding Group