



nerej

Boyle and Romano of FHO Partners reps Blitz in 12,167 s/f at Waltham Watch Factory

September 22, 2010 - Front Section

FHO Partners completed a 12,167 s/f lease relocation for Blitz. The agency has signed an eight-year lease agreement, and will relocate its 50+ employees from its current office at 254 Second Ave. in Needham to its new location at 203 Crescent St. The company will complete its relocation in January 2011.

"We were extremely pleased with the leadership and support offered by FHO during our real estate search and negotiation for our new headquarters. The team listened to our needs and provided both the analysis and guidance that led to a smart real estate decision," said Blitz chief operating officer David Frogel. "We are excited about relocating to the Watch Factory; the physical space and easily accessible location will serve our employees, clients, and partners well."

"We were pleased to assist Blitz with its relocation to Waltham," said partner John Boyle of FHO Partners. "The Bay State continues to be a breeding ground for successful companies like Blitz, as well as the firms they serve, and the Waltham Watch Factory offered our client an amenity-rich, convenient location to grow in for years to come."

Boyle and Associate Ryan Romano of FHO Partners represented Blitz in the transaction, and Dan Krysiak, vice president of Grubb & Ellis represented the landlord, Watch City Ventures, LLC.

Located along the Charles River, the Waltham Watch Factory redevelopment has generated 160,000 s/f of brick and beam office space thus far. This historic collection of buildings features views, on-site dining and modern finishes, and is situated near Mass Pike/I-90 and in close proximity to Rte. 128/I-95, Rte. 20 and public transportation.

"Berkeley Investments Inc. is pleased to add Blitz to its diverse tenant base at the Watch Factory. When we acquired the Watch Factory in 2007, the strategy for phase I of the project was to attract growing technology and creative firms that would appreciate the brick and beam nature of the space, the abundant natural light with 5,700 windows in the complex, the campus like setting, and the location on the Charles River with easy access to major highways. We are excited for Blitz' relocation in January 2011 and strongly believe their move to the Watch Factory will provide us with additional tenant prospects that may have overlooked the Watch Factory in 2009," said Steve Brooks, vice president, asset management.

Blitz, the connections company, develops innovative and powerful communications platforms that effectively connect people with brands in ways that stick. Founded in 1986 as a media planning and buying agency, Blitz offers clients a full range of connections solutions including brand and business strategy; marketing and communications planning; campaign and creative development; identity and design; media strategy, planning, and buying across all channels including TV, radio, print, out-of-home, digital, social media, and mobile; public relations and investor relations; events and promotions; direct marketing; field marketing and co-operative programs; and campaign testing,

optimization, and analytics. Blitz works with an outstanding group of clients including Wendy's International, Dimdim, Carbonite, Feld Entertainment, American Repertory Theater, Boston Globe Media Group, WGBH, Babson MBA Program, Gulfstream, Cumberland Farms, Myriad Genetics, PerkStreet Financial, Children's Hospital Boston, Beverly Hospital, and Utah Office of Tourism. For more on Blitz, visit blitzconnects.com.

FHO Partners is a commercial real estate firm providing brokerage and transaction management services to multi-market, national and international corporate real estate portfolios, both owned and leased. In the world of commercial real estate, FHO Partners' people-powered approach stands out. The senior partners of the firm have worked together for more than 20 years providing customized advisory consulting and brokerage services to a range of corporate and institutional clients locally, nationally and overseas. For more information, visit www.fhopartners.com or call 617-279-4555.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540