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## **Century Investment Company leases 9,700 s/f to Pet Supplies "Plus" at Century Center**

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Pet Supplies "Plus", the nation's third largest pet retailer, is expanding at 175 Memorial Ave. The increase expansion brings the store size to 9,700 s/f.

The expanded store will be re-vamped to provide a wider variety of products along with a pet grooming area. The expansion of the store and the new tenancy of Verizon Wireless, Cellular Sales will bring the 13,000 s/f building to full occupancy.

Located in Century Center, owned and managed by Century Investment Company.

"Pet Supplies has been in our center since 1995 and it is a testament to the center and the amazing customers that come to shop there," said Andrew Cohen, owner of the center. Both parties were self represented in the transaction.

Pet Supplies "Plus" was established in 1988 by veterans of the retail grocery industry who sought to introduce a pet specialty retail concept that provided a broad array of products and services comparable to big box pet retailers at competitive prices but in a smaller footprint and more convenient locations. Today, PSP provides a wide variety of pet food, treats, hard goods and services for dogs, cats and small animals. The company is headquartered in Farmington Hills, Michigan.

Cellular Sales, one of the nation's largest Verizon premium wireless retailers, has expanded to western Mass. with its first location in the area at Century Center.

Occupying the former Hollywood Video location, the new 3,700 s/f store will offer cutting edge phones, tablets, smart phones and pdas along with provide service to current and new Verizon customers.

"We are eager to have a premium Verizon store in our tenant mix. It affirms the fact that Century Center is one of the premiere centers in the area and a desirable site for national retailers," Cohen said.

Pet Supplies "Plus" and Verizon join tenants T.J. Maxx, Big Y Supermarket, Bob's Discount Furniture, Savers and Modell's.

Cellular Sales is an 18-year-old privately held company founded and headquartered in Knoxville, Tenn. For the past four years, Inc. Magazine has named Cellular Sales one of the nation's fastest growing privately-owned retailers. In 2011, the company was ranked among the nation's 75 fastest growing retailers among the Inc. 5000; there are more than 450 stores and an aggressive growth plan projecting a 30 to 35 percent company growth in 2011.

"As the number one independent Verizon retailer in the country, our goal is to create customer loyalty by cultivating a passion among our sales reps, " said Brett Haven, Cellular Sales regional director. "And serving customers in West Springfield will be no different."

"Cellular Sales aggressively pursues the best locations available, and the new West Springfield store is a prime example of that effort. We are thrilled to bring our excellent customer service to the Western Massachusetts area," Haven said.

Michael Hotarek from Eastern Retail Properties represented Cellular Sales and Century Investment was self-represented.

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