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Reebok selects CBRE Capital Markets team to sell 65-acre headquarters in Canton, Mass.

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Canton, MA Reebok has selected the Boston-based CBRE Capital Markets team to sell its 65-acre headquarters campus. CBRE's Dave Pergola and Brian Doherty are spearheading the effort for Reebok and parent company adidas.

"We have been involved with many former headquarters dispositions over the years," said Pergola. "The Reebok property in Canton stands out as the most spectacular of them all. Its design is truly forward-thinking. The campus will absolutely attract an owner that will value it as much as Reebok during its stewardship."

Reebok headquarters campus - Canton, MA

Located 10 miles south of Boston, the 65-acre campus consists of a 518,000 s/f main-headquarter building and several smaller support buildings, as well as two structured parking facilities, an indoor basketball court and fitness facility, several athletic fields and a modern child care center. In total, there is 680,000 s/f of existing space in four buildings.

"The property has everything needed to attract the type of talent today's employers want," said CBRE's Doherty. "The finishes inside the building are phenomenal, the amenity package is second to none and once you see the campus first-hand you cannot help but say to yourself, 'Wow...I wish I worked here.'"

The Reebok campus was designed to enable collaboration, creativity and innovation in a large open space, and the property includes many world-class amenities.

CB Richard Ellis – N.E. Partners, LP, a joint venture with CBRE Group, Inc. has offices in Massachusetts, Connecticut, Rhode Island, Maine and New Hampshire. CBRE Group, Inc., a Fortune 500 and S&P 500 company headquartered in Los Angeles, is the world's largest commercial real estate services and investment firm (based on 2016 revenue). The company has more than 75,000 employees (excluding affiliates), and serves real estate investors and occupiers through approximately 450 offices (excluding affiliates) worldwide. CBRE offers a broad range of integrated services, including facilities, transaction and project management; property management; investment management; appraisal and valuation; property leasing; strategic consulting; property sales; mortgage services and development services.

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