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Avison Young arranges 24,380 s/f headquarters lease to Forge, Inc.

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West Newton, MA Avison Young has arranged a new 24,380 s/f industrial/flex lease on behalf of Forge, Inc., a home improvement solutions company. Forge is on a mission to build and power the next generation of trade workers for America. Backed by venture partners, Forge's rapid growth prompted the need for a larger headquarters, where it will relocate from 120 Leland St. in Framingham, to 66 Rowe St.

Avison Young principal John Dolan and senior vice president Jon Pezzoni, who are both based in the firm's Boston office, represented the tenant in the negotiations while Liz Swanson of Cushman & Wakefield represented the landlord, Calare.

"Forge is a unique concept blending customer service with home improvement and has continued to experience rapid growth since its inception, prompting the need for a larger headquarters to house its operations and support its evolving needs," said Dolan. "The company's new lease represents the strong appeal of the suburban industrial market for companies looking to scale up in an accessible location near strong local talent."

Forge offers a wide range of home improvement capabilities, including repairs, maintenance, installations, upgrades, and renovations. Forge's new headquarters at 66 Rowe St. will comprise 18,000 s/f of industrial and 6,000 s/f of office.

"Avison Young did a great job of understanding our needs and securing fantastic space in an incredibly difficult market," said Mark Kasdorf, CEO and founder at Forge.

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