

CLIENT
NADA Advertising

INDUSTRY
Advertising /
Graphic Design

The Challenge

NADA Advertising is a web design, advertising and graphic design agency with offices in the Twin Cities and Laguna Beach, Calif. Specializing in creating awe-inspiring print designs and websites that help businesses accomplish their goals, NADA Advertising wanted to move to downtown SaintPaul and needed cool, trendy and hip office space for its growing advertising firm.

The Meridian Management Strategy

- Searched available properties in the Minnesota Commercial Association of Realtors (MNCAR) database;
- Tapped personal and professional networks to locate buildings that were within the geographic region selected by the client.



The Result

- Meridian Management helped NADA Advertising understand commercial lease terminology and rent structure;
- Meridian Management found a trendy, renovated building that had plenty of open space and exposed wood beams, which was exactly what NADA was searching for;
- Meridian Management negotiated a five-year lease at below market rate that was approximately 15-percent below competitive buildings in the area due to its unique location on the first floor of an upscale apartment building.

SERVICE
Commercial Lease /
Tenant Representation

About Meridian Management, Inc.

Meridian Management, Inc. is a commercial real estate company based in St. Paul, Minnesota, that specializes in providing commercial tenant representation to clients—large and small—throughout the Twin Cities metro. Since property owners pay our fees, we provide commercial tenant representation at no cost to businesses and corporations. Utilizing our years of experience as owners/investors, developers and property managers, we can help you make an informed decision on your next lease or building purchase.

Meridian Management, Inc.

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