



# Land Brokerage/Site Selection Services Case Study Duke Realty Corporation

## Challenge

Duke Realty Corporation, a national real estate investment trust (REIT) based in Indianapolis, and one of the 10 largest build-to-suit developers in the country, was depleting its supply of land for office and industrial development opportunities at a faster rate than it was being replenished. Land is the raw material that keeps developers in business.

## Solution

As Director of Land Brokerage for an independent real estate company, Ross Reller approached Duke about their challenge. They were surprised and impressed by his findings. At the company's current rate of land development, Duke had less than a 4 year supply of land for build-to-suits and new development and much of that land was concentrated in a single development, Park 100. He convinced Duke to hire him. They agreed and over the next two years Reller and Duke worked closely together to solve the problem. Reller began his task by evaluating all of the communities in central Indiana for their development potential. He focused on 8 communities in central Indiana and directed the assemblage of an 800 acre parcel in Lebanon, Indiana. Reller also recognized the Plainfield, Indiana industrial market opportunity and assisted the company in evaluating build-to-suit development sites and opportunities that led to over two million square feet in third party development and new build-to-suit activity.



DUKE REALTY CORPORATION  
DUKE CONSTRUCTION