



Multi-Market Transaction Management Case Study Haverstick Consulting

Challenge

Haverstick Consulting (formerly known as C-Soft since 1994) received both an intellectual and capital infusion in early 2001 when Steve Hilbert, Rollin Dick (former CEO & CFO of Conseco) and Ronald Gerwig took an equity position as well as extremely active roles in the company's day-to-day operations. Haverstick Consulting is a business solutions provider with a goal of being a \$250,000,000 company in the near future.

Haverstick Consulting needed to open four branch offices in the Midwest / East Coast, expand their current branch in Indianapolis and establish a corporate headquarters. Speed to market was critical for the new branches. Additionally, with the downturn in everything e-business related, outstanding human capital was rapidly available to grow the business.

Solution

Haverstick Consulting hired Meridian Real Estate to focus on the local branch expansion and corporate headquarters as well as the multi-market efforts in four different cities; Meridian Real Estate's Project Management Team was in charge of project management for the four out-of-town locations. They worked very closely to find locations, complete all space planning and construction documents, negotiate leases, schedule all critical dates, and assured Haverstick Consulting timely and cost effective occupancy. The combined efforts saved Haverstick Consulting hundreds and thousands of dollars in actual costs and time savings.

"As a result of Meridian's local market knowledge, strong negotiating skills, unequalled nationwide contacts, and diligence in representing our interests, all negotiations for fair market lease rates were successful. As we move rapidly towards becoming a \$250 million-a-year company, our #1 goal was to get our offices up and running immediately. In conjunction with their project management team, Meridian exceeded our expectations."

Ronald Gerwig
Member, Board of Directors



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