

STREAM DELIVERS RESULTS!



STREAM TAKES AN UNDERPERFORMING, 132,000 SF ASSET WITH PRIME
SIGNAGE OPPORTUNITIES IN WEST COUNTY AND INCREASED OCCUPANCY

FROM 42% TO 100%



CASE STUDY

STREAM TAKES AN UNDERPERFORMING, 132,000 SF ASSET WITH PRIME SIGNAGE OPPORTUNITIES IN WEST COUNTY AND INCREASED OCCUPANCY FROM 42% TO 100%.

SITUATION

- Merge (previously named Avalon Center) had a reputation of lacking amenities and identity.
- Two of the largest tenants, comprising three full floors, had recently vacated the project upon lease expiration.
- The property lacked curb appeal and was in need of an exterior refresh, lobby renovation and elevator cab remodel.

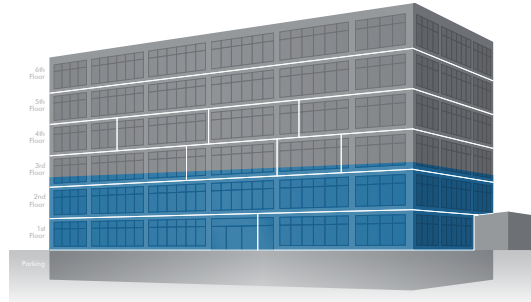
ACTION

- Completed 47,212 SF of new leasing and 22,284 SF of renewals in 90 days, increasing occupancy to 84% immediately after renovations were completed.
- The building was repositioned and rebranded to Merge, giving the building an identity and making it a destination where tenants wanted to be.
- Implemented low-cost, high-impact renovations in the lobby including painting, flooring, feature walls, furniture, lighting and artwork. The elevator cabs were also modernized. High-end renovations immediately gave Merge an appearance that was reflective of its competitive set.
- The exterior repainting increased freeway visibility.
- Replaced the monument sign at the entrance of the project.
- Executed a cost-effective marketing campaign to reintroduce Merge to the market. The campaign included branded marketing materials, email blasts, a new website, and cold calling tenant rep brokers.
- Converted a full floor into a multi-tenanted floor, complete with three spec suites and an executive patio.

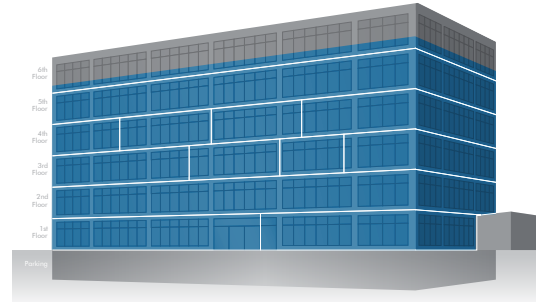
RESULTS

- Merge is now positioned as a destination and an accessible building catering to tenants with a work force in both Orange County and Los Angeles.
- Increased occupancy from 42% to 84% leased within 90 days of the completion of renovations in 2017 and increased to 100% leased in 2019.

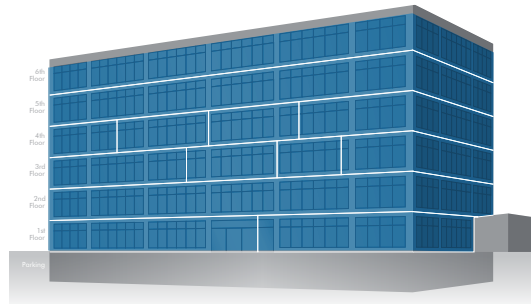
THE SITUATION



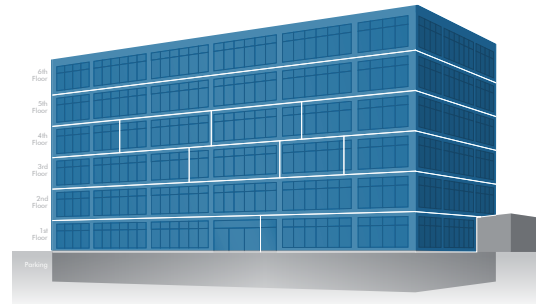
2015
42% LEASED



2017
84% LEASED



2018
99% LEASED



2019
100% LEASED*
**through June 2019*

TENANTS

MAAS HANSEN STEEL
GOLDEN & TIMBOL
ADR MANAGEMENT
UNIVERSAL CARE (EXPANSION)
DLK GLOBAL

PEDERSON LAW
EICHLLEY ENGINEERING
CAM COMMERCE SOLUTIONS
WORLD PREMIER SOCCER LEAGUE
FUEL

SAXON PSYCHOLOGY
MICHAELS CORPORATION
GLOBAL CONDUCTOR

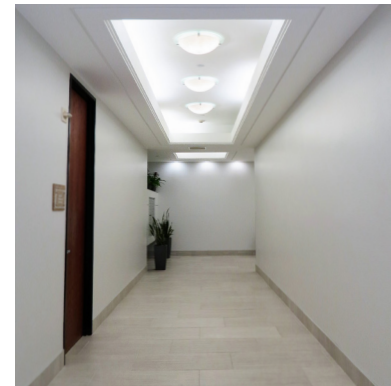
IMAGE OVERHAUL

BEFORE

AFTER



- Implemented low-cost, high-impact renovations in the lobby including painting, flooring, feature walls, furniture, lighting and artwork.
- The elevator cabs were modernized and brightened.
- The exterior repainting increased freeway visibility.
- Replaced the monument sign located at the entrance of the project.
- High-end renovations immediately gave Merge an appearance that was reflective of its competitive set.

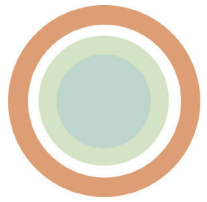



STREAM

REPOSITIONING CAMPAIGN

BEFORE

AFTER



AVALON
CENTER



- The building was repositioned and rebranded as Merge, inspired by the property's location at the convergence of the 22 and 405 freeways, where two of the nation's largest metropolitan areas (Los Angeles and Orange County) meet.
- The positioning "Where LA & OC Meet" has been established to attract tenants whose staff are located in both counties, making Merge an ideal location.



MERGE



STREAM

STREAM REALTY PARTNERS

WANT OUTSTANDING RESULTS FOR YOUR ASSET?
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**STREAM**

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