



Sunbeam Corporation Industrial Consolidations and Headquarters Relocation



Situation

- Jamie Covello and her team were awarded the national assignment to consolidate industrial and office commitments for Signature Brands, First Alert with Sunbeam's industrial requirements, along with disposition of numerous obsolete existing industrial properties. This assignment also included site selection and negotiations on Sunbeam's behalf for their 175,000 square foot headquarters relocation.

Key Learns

- Build strong teams for each discipline to protect the client. Covello prevailed with Sunbeam in upgrading outside counsel for the real estate negotiations and engaging Project Management to protect Sunbeam's interest in the construction of a new development for their occupancy.

Operational Solution

Ms. Covello spearheaded the process and led negotiations for each of the assignments throughout the US.

- The Sunbeam headquarters was relocated to a newly proposed office building in Mizner Place, Boca Raton. In order to maintain a competitive process, three negotiations were kept in play until the final LOI was executed. At the point Sunbeam agreed to go to lease, the other two options were dropped. Mizner was the "backup" deal, which was ultimately chosen based on quality and pricing.
- For each industrial consolidation, all of the existing manufacturing sites in logical cities were evaluated as possible receiver sites for the full consolidation, both physically, quality of ownership, expansion flexibility and financial viability.
- In each case, comparative financial analytics included all cost associated with dispositions of vacated sites and expansion scenarios in existing sites, along with possible relocation to potential new manufacturing sites, thereby creating superior efficiencies.
- Solutions were typically driven by Sunbeam's distribution needs, which were similar for all three brands.

Resources Mobilized

Ms. Covello selected local partner teams for each consolidation requirement who were leaders in their respective brokerage communities.

- In cases where an in-house Brokerage office was not available such as Dayton, Ohio, she undertook an interviewing process and selected a local Broker on Sunbeam's behalf.
- Project Management was engaged for a full review of building plans, engineering and materials for Sunbeam's headquarters' site

Enterprise Impact

- National industrial consolidations resulted in a positive impact for Sunbeam Corporation financial statement, which was the desired effect for raising share value for this public company.