

# Asset Values Increased by over \$4 million.



**CLIENT:** Prudential Financial  
**BUILDING:** 2100 West Loop South and Ashford on the Bayou • Houston, TX  
**PROPERTY TYPE:** Multi-Tenant Office

**SUMMARY:**

Prudential was in a joint venture with a 30% partner for the management of two buildings. Even though the partner company had a significant corporate portfolio, Prudential felt the buildings were being improperly managed and could not get the level of service required as a partner in the venture. Prudential hired PMRG to replace the partner and as a result, each building increased in value by over \$2 million.

CHALLENGE	ACTION	RESULT
<ul style="list-style-type: none"> <li>Deterioration from improper maintenance.</li> </ul>	PMRG began immediate implementation of new maintenance and management procedures.	Building value increased. Client was satisfied with results.
<ul style="list-style-type: none"> <li>The level of service was inadequate and 30% of current portfolio had given notice to vacate.</li> </ul>	PMRG began an aggressive tenant relations and lease up initiative.	Both buildings had a combined increase in value by over \$4 million.