



**TRIAD**  
COMMERCIAL  
PROPERTIES

## R E L A T E D   N E W S   A R T I C L E

### NORTHRIDGE IS THE HOME TO TOP INDUSTRIAL DEAL

The Business Journal, April 6, 2001

By Leigh Somerville, Contributing Writer

WINSTON-SALEM - Northridge Business Park of Winston-Salem, one of the largest industrial parks in the Triad, got a major new tenant in March 2000 when Universal Solutions Inc. (formerly Supermarket Information Systems) leased 260,000 square feet at 540 Northridge Park Drive.

Universal is a reverse logistics and fulfillment company that scans returned merchandise for manufacturers. Highwoods Properties, owner of the property, signed a lease with Universal for seven years at \$2.95 per square foot.

Under a cooperative brokerage arrangement, National Solutions Inc. was represented by Hap Royster and Tom Townes of Triad Commercial Properties of Greensboro and Wit Truitt of Trammell Crow Co., Universal's national real estate representative. Highwoods was represented by leasing agent Pete Messner and former Triad executive Matt Crawford, who has since left to join Longleaf Venture Fund.

"We chose that building because of its location, size, high ceilings and because of the fact that it was being upgraded to an ESFR (Early Suppression-Fast Response) sprinkler system," Truitt said.

Royster said that the space was a good generic building with no real obstacles to making the deal work.

"The building at Northridge was a good fit because it was a large contiguous space with the ceiling height of over 30 feet they were looking for," he said.

J.C. Church, Universal's regional manager, said that the location was also a big factor in choosing the site.

"We can draw people in Winston-Salem and as far north as Mt. Airy. The basic layout of the building and the number of dock doors were what we needed, and there were not many improvements required. We were familiar with the building and knew what needed to be done so that, as opposed to some other deals, it was really a smooth transition. The deal was done and completed in a timely manner, and it was relatively painless."

Leigh Somerville is a contributor to The Business Journal.

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