

# VISCERN

5151 Belt Line Road, Dallas, TX

## SUCCESS STORY



### Product Type

Office

### Assignment Size

22,156 SF

### Service Offerings

Strategic Planning

Market Research

Financial Analysis

Architectural & Construction  
Management Consulting

Lease Negotiations

### Client Feedback

“It was not a ‘let’s find a place and get the documents signed’ situation. They were engaged and participated in the entire process, which was more than we ever expected.”

Troy Fields  
Executive Vice President  
Viscern

### Overview

Viscern wanted to secure a new, financially palatable headquarters location that was conducive with a new corporate branding and imaging campaign.

### Strategy

Citadel Partners needed to:

- ✓ Insure alternative facilities met the new branding initiative
- ✓ Facility needed to reflect a move “up” without being “over the top”
- ✓ Fix operating costs for the future to solidify shareholder value for retiring partners

### Results

Viscern relocated to a more efficient and larger facility that accentuates the new branding and imaging campaign. The long-term occupancy costs were fixed, thereby creating a savings to the client in excess of \$650,000.

