



Stanley Steemer

To serve its rapidly expanding franchise network, this leading carpet cleaning services provider wanted a high-profile facility in Florida to train its people in hurricane damage restoration — and help the company take the industry by storm.

The Challenge

When Stanley Steemer International, Inc., one of the nation's largest carpet and upholstery cleaning firms, desired a Southeastern U.S. facility that consolidated training, operations and distribution functions under one highly attractive roof, it turned to First Industrial Realty Trust for a start-to-finish development solution.

Our Approach

Drawing on an extensive portfolio of developable land sites, First Industrial sold Stanley Steemer a 4-acre parcel in Brandon, Fla. This prime location offered immediate access to Interstate 75, Highway 301 and the Crosstown Expressway by which the company could service its regional markets — and gave it proximity to the vast customer base of Tampa Bay's residential communities.

On the construction side, First Industrial's team delivered both form and function. A 42,000 s.f. glass front industrial/office building was designed to reflect Stanley Steemer's first-class image. The space was configured in such a way as to accommodate all truck parking inside the facility. And recessed floors with trench drains were created to service a working "water house" that is intentionally flooded to train employees in the finer points of water extraction.

The Outcome

Having found an experienced provider that could serve as land owner, developer and contractor all in one, Stanley Steemer gained a showcase facility that met specialized needs and enabled a smooth transition from an obsolete, leased building to a modern, efficient one worthy of the No. 1 name in the industry.

Development

Acquisition
Multi-Market
Sale Leaseback



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