



CASE STUDY

Production Boutique Finds New Home in Ada, Sale Facilitated by Martin



The Challenge

Chop and Hue, a creative studio in West Michigan, wanted to own a larger space for production. The business was located in downtown Grand Rapids, but owners sought a solution with more space and flexibility for equipment along with client and employee access to the space.

The Solution

Martin was hired to find an office space that fit Chop and Hue's brand. Our team used industry connections to discover a property located just outside Ada Village, a vibrant and rapidly-developing neighborhood just east of Grand Rapids. The property's high end construction and design features such as exposed timber and high ceilings aligned with Chop and Hue's vision for its new workspace. A warehousing component was converted to equipment storage and studio space. Additionally, green features including radiant floor heat met company ideals.

The Results

Lower level office tenants at the property have generated income for the Landlord. In the first few months of ownership, the building appreciated significantly. Modern updates and additions to the office space, studio spaces, and outdoor patio for company gatherings were added through renovation. This made it possible for Chop and Hue to host clients, friends, and family for annual events.

"Martin did a wonderful job finding the property before it went to the market and negotiating a fair price. They provided insightful guidance throughout the process, allowing us to make well-informed decisions that align with our business goals. Martin went above and beyond, and I highly recommend their services."

-Daniel Wiltshire, Chop and Hue

Quick Glance:



PROPERTY:
6312-6318 Fulton Street



PRODUCT TYPE:
Professional Office Space



PROPERTY SIZE:
9,488 SF



LOCATION:
Ada, MI



SERVICES:
Consulting
Strategy
Professional Brokerage



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