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ASU Group enters sale-lease agreement with Reyton Ventures, LLC
Martin Commercial Properties devises win-win solution for both parties

EAST LANSING, MI – *May 17, 2022*: A unique strategy recommended by Martin Commercial Properties for the sale and leaseback of a property in Okemos resulted in the perfect solution for the seller and buyer.

The ASU Group had been looking to lease a portion of their purpose-built property at 2120 University Park Drive in Okemos for some time. The claims management and insurance solutions provider had made their home in University Commerce Park for more than 25 years but was exploring options to rightsize the use of their space and maximize efficiency going forward. After attempting to lease the property for an extended period of time, Martin advisers suggested a strategy to up the desirability of the property. It was recommended that ASU sell the property and lease back a floor from a potential buyer, thereby creating a sale/leaseback and investment opportunity.

The strategy worked. In April, the ASU Group sold the building to Reyton Ventures, LLC, whose principals own Alpha Solutions Management—a full-service marketing group specializing in annuities and life insurance. Plans are that Alpha Solutions Management will occupy the first floor and the ASU Group will remain on the second floor as a tenant.

“The sale of our property will allow us to repurpose the capital into the business but remain as a tenant in a building that was built for us and that we enjoy,” said Brad Rutgers, President/Chief Executive Officer of the ASU Group. “We were delighted to be part of a smooth transaction and look forward to working with our new landlord in the future.”

Martin Senior Vice President and Office Advisor Eric F. Rosekrans facilitated the sale and leaseback of the two-story building with Martin Senior Associate and Office Advisor Thomas Jamieson.

“This property became the perfect solution for both parties,” said Rosekrans. “It’s a win-win that keeps two prospering businesses in a prime location, designed to maximize their business into the future.”

About Martin Commercial Properties

Martin Commercial Properties, Inc. (Martin) is a vertically integrated commercial real estate firm with an established track record of delivering superior service and unparalleled results to clients since 1962. Their team services clients nationally, with offices in Lansing and Grand Rapids. Martin provides strategic advice and execution in five core lines of business including brokerage services, property management, corporate services, investment properties, and project management. All aspects of their project management line are led by Martin Property Development. For more information, please visit www.martincommercial.com.

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