

Situation

Established in 1922 and based in Kansas City, Copaken Brooks (CB) is a full-service commercial real estate firm focused on leasing, acquisition and development throughout the Midwest. As a three-generation firm, CB has always enjoyed a solid reputation of stability, experience and integrity. While all three principals have strong reputations in the industry, CB nevertheless wanted to build a stronger company brand awareness in the markets they serve.

CB did not previously place a large emphasis on external marketing. When an internal marketing associate left in 2017, leadership re-evaluated the marketing structure, opting for a hybrid model that included hiring a full-time internal marketing manager and partnering with Crux as the outsourced external marketing arm.

Strategy

After listening to client perspectives, Crux helped to define CB's voice as experienced, trusted, connected to the community, and focused on growth. By strengthening and tightening CB's messaging and highlighting the company legacy, Crux was able to set CB apart from the competition.

Crux saw ample opportunity for CB to make an impact through external marketing, telling the stories that should be told—growing the CB brand beyond just development (what they were primarily known for) to a full-service commercial real estate company. After solidifying the company's mission, vision and tagline, the Crux team created a smart, integrated B2B marketing strategy, repositioning CB through website copy, collateral, case studies, client testimonials, blogs and social media.

“ [Crux] has helped us execute our integrated marketing strategy, which has allowed us to elevate our brand across all service lines. They've been a highly attentive and helpful business partner for us.”

Brian Wietharn, President and COO, Copaken Brooks

1

CASE STUDY
Development • Property Management

CORRIGAN STATION

SITUATION
When Kansas City-based 3D Development decided to redevelop the historic Thomas Corrigan Building – a 10-story structure built in 1921 – into office space, the company asked Copaken Brooks to partner as co-developer and property manager. They knew they would benefit from the connections and experience that Copaken Brooks could provide in the local commercial real estate market.

STRATEGY
Copaken Brooks worked at the macro level at the top end of development during construction. As co-developer, the team brought additional investors to the development and secured key local economic incentives from the city that helped make the project possible. 3D also leaned heavily on Copaken Brooks' extensive experience with downtown leasing and property management.

RESULTS
Phase I of the project was completed in December 2016, with unprecedented success: The building achieved a 100-percent leased status within one year of opening and hit a record high for rent within the Central Business District of Kansas City.

Packed with attractive amenities, Corrigan Station features an on-site coffee shop and restaurant, a rooftop clubhouse and patio, usable basement space for tenants, rentable secure storage rooms, shower and changing rooms, a dedicated parking garage, and one-of-a-kind views from every floor.

Copaken Brooks continues to serve as the property manager for Corrigan Station. The company is also currently leasing for Phase II of the project, a new three-story, 22,910-square-foot addition anchored by Academy Bank. Using modern design, the building will feature elements of zinc, concrete and glass, and will include a four-story parking structure.

1100 Walnut Street, Suite 2000, Kansas City, MO 64106
816-701-5000 | copaken-brooks.com

100% LEASED IN ONE YEAR

Do Better Deals.®

• thorough property condition assessment and benchmarked current and anticipated costs against the market. We were able to secure between 20-40 percent in annual recovering cost reduction related to elevator maintenance, custodial maintenance, landscape management and security.

20-40% TYPICAL COST REDUCTION

“So far, Copaken Brooks has demonstrated they do what they say they will do. We have already seen significant changes and we are very happy with our decision. I would highly recommend this firm.”

- Chris Becicka, President, San Francisco Tower Condominium Association

1100 Walnut Street, Suite 2000, Kansas City, MO 64106
816-701-5000 | copaken-brooks.com

Do Better Deals.®

2

case study.

3

4

Results

Together, Crux and CB's internal marketing manager have been able to build brand awareness, increase the company's SEO rankings, dramatically increase website traffic and social media presence, and reposition CB as a full-service commercial real estate firm. By tackling the external marketing efforts, the internal marketing manager can focus on the myriad of internal sales and marketing efforts, including RFPs, proposals and staff events.

After beginning the engagement with Crux in October 2017, Brian Wietharn, president and COO of Copaken Brooks, said the partnership has only grown stronger:

"Since engaging Crux to extend our marketing capabilities, we've seen a positive lift in our marketing activity and awareness in our target markets," he said. "Their expertise has helped us execute our integrated marketing strategy, which has allowed us to elevate our brand across all service lines. They've been a highly attentive and helpful business partner for us."

we get to the **crux** of the matter.

- 1 Case Studies
- 2 Website, Blog
- 3 Brochure
- 4 Tradeshow Banners
- 5 Social Media

crux.

2100 Central, Suite 01a
Kansas City, MO 64108

(816) 381-2600
cruxkc.com