

## **Fingerhut Corporation**

*direct mail marketing company*

# FINGERHUT

Keewaydin has had a long term relationship with Fingerhut, and has been its strategic real estate advisor for major real estate decisions about headquarters and distribution center facilities.

As a major national direct mail retailer, Fingerhut made the decision to position the firm for growth with the investment in two major east and west coast distribution facilities. They needed the strategic real estate advice to determine the most suitable locations, and an experienced partner to negotiate and execute the vision on a cost effective and timely basis.

Keewaydin provided facility site selection, economic cost comparisons between four states, land acquisition and tax increment financing negotiations, and development management services in connection with Fingerhut's 1,100,000 square foot West Coast distribution center in Spanish Fork, Utah and their 1,000,000 square foot East Coast distribution center in Bristol, Tennessee.

Keewaydin was also retained to assist with a strategic real estate plan for their headquarters facilities in Minneapolis. With two major facilities in Minnetonka and Plymouth, they wanted to evaluate multiple options for consolidation, relocation, or renovation. We worked closely with a local architecture firm to determine the short and long term space needs, consider the business risks and opportunities, and to recommend a real estate strategy and plan of action for the next 3-5 years.

## **Keewaydin Services**

- Strategic Real Estate Planning
- Headquarters and Distribution Centers
- Site Selection and Real Estate Negotiation
- Local and National Facilities
- Project Management
- Local and National Facilities