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## Keewaydin's Reilly finds creative solutions for clients

### HANDLED DEALS FOR MLT, PADILLA SPEER

by Wendi Wheeler

Take a look into the office of Shannon Reilly, and you will see that she is a woman with drive and determination. You'll see the statue of Nike, the goddess of victory, given to her by her co-workers when she completed the Grandma's Marathon in Duluth. You'll see a photo of her with George Bush, taken when she became the first woman to win the George Bush/Cheeca Lodge Bonefish Tournament last fall.

You'll also see awards and other symbols of appreciation given to her by satisfied clients, because Reilly's drive translates into success for her clients, too. As a principal for Minneapolis-based Keewaydin Real Estate Advisors, a corporate real estate consulting firm, Reilly provides site selection and real estate negotiation services. A respected Twin Cities real estate market expert, she finds creative solutions for her clients and shows impressive results with her tenacious negotiating skills.

She recently represented MLT Vacations in its search for a new corporate headquarters. MLT was in a building too large for its needs, with an image that did not fit its business. The company was also on a tight budget and concerned about finding appropriate space that would only minimally affect its employees' commute times. Reilly combed the market for an appropriate solution. She identified an option in an Edina business park, midway between the airport and MLT's existing location. She negotiated considerable, above-standard improvements to the proposed building shell, as



PHOTO COURTESY OF KEEWAYDIN REAL ESTATE ADVISORS

### Shannon Reilly

well as HVAC and mechanical system upgrades.

Reilly's tenacity resulted in a very aggressive deal for MLT, including above-market tenant improvement allowances and below-market rent. MLT's new space provides a fresh image for the company, offers expansion opportunities for future growth and is in an ideal location for employees.

"Throughout our project, Shannon proved to be one of the most tenacious and tireless negotiators I have ever witnessed," says MLT CEO John Temple. "She represented us as though she were a part of our team, and we relied on her in a way that, after the fact, blows my mind. I don't think there's anyone else like her in this business."

Reilly's determination paid off for

another client, Padilla Speer Beardsley, in its headquarters search. Padilla Speer Beardsley, a corporate communications firm, had operated for more than 30 years from two Franklin Avenue mansions. The firm asked Reilly to find space with a fresh attitude, which would provide future expansion options for the growing company.

Reilly canvassed the market, finding several spaces with "potential," but none that was just right, until she identified an attractive opportunity in a new office development on the Mississippi riverfront. Rather than throw in the towel when the initial developer of the site was not able to obtain financing to proceed with the project, Reilly convinced the Minneapolis Community Development Agency to allow a new developer, Ryan Cos., to continue development of the site.

Padilla Speer Beardsley moved into its new headquarters in January. The facility includes views of the Mississippi River, an observation deck, a walking path along the riverfront and locker room/shower facilities. Reilly negotiated with Ryan for free parking for employees, as this was an important consideration in the firm's relocation.

In her years in the corporate real estate world, Reilly has been involved in more than 6 million square feet of user-oriented projects. Her clients include Target Corp., Fingerhut, Lutheran Brotherhood, eBenX, Young America, Gander Mountain, BMC Industries and ABC Bus Cos., as well as numerous nonprofit organizations. Before joining Peter Kitchak at Keewaydin 13 years ago, Reilly was a consultant in Chicago.

*Wendi Wheeler is communications manager for Keewaydin Real Estate Advisors.*