



**Colliers**  
Site Selection Services

# SUCCESS STORY

MACY'S INC.



## PROJECT

Direct-to-consumer fulfillment center

## LOCATION

Martinsburg, WV



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## OBJECTIVE

Identify ideal communities and sites on which to construct a 1.3 million square foot e-commerce fulfillment center to serve the northeastern U.S.

## CHALLENGES

We were given only five months to research suitable options in a seven state area which could support Macy's need for 1,000 employees, complete an exhaustive labor and operating cost analysis on the short-listed finalists, perform site due diligence and negotiate the real estate transaction

## SOLUTION

Colliers' site selection optimization model, Indsite®, quickly analyzed the seven- state study area using client-defined location criteria for labor union environment, development and operating cost minimization, and access to a large pool of labor. Within days the best location options were identified and 150 sites were selected for review.

Detailed labor surveys were completed in the finalist locations, as well as construction cost and operating cost projections. Preliminary due diligence was completed concurrent with incentive negotiations.

## VALUE ADDED



Located community to recruit and hire 1,000 employees



Negotiated purchase of a 95-acre site, acquired for 50% of the asking price - \$3 million savings



Negotiated incentive and expense reduction of \$50 million: property tax abatements, cash inducements, and jobs-creation grants for 1,000 employees