



*Red Rock Global, LLC* serves as the Landlord leasing agent for the 75 Piedmont Building. The 75 Piedmont Building is a 175,000 square foot Class B office building located in the Downtown Atlanta CBD and Historic Auburn Avenue district. The building maintains a diverse tenant roster including Citizens Trust Bank, Morehouse Medical Associates and the Department of Justice.



and a lack of diversity in its tenant base. Red Rock Global focused its efforts on repositioning the building in the market by attracting strong credit tenants and making recommendations to increase the building's image and value.

Red Rock Global's leasing assignment at the 75 Piedmont Building began in December 2002. Initially, the asset faced a below market occupancy level

Red Rock Global's aggressive leasing effort led to the successful renewal of two of the building's anchor tenants (Morehouse Medical Associates and Citizens Trust Bank); as well attract other tenants in the market. Red Rock Global's recommendation of upgrading the building lobby and improving the elevator system has produced a lot of interest in the market, and helped to raise the Building's profile. The 75 Piedmont Building is now flourishing and benefiting from the population growth and development in the surrounding community. In 2005, the building complete the fourth largest volume of transactions in the Downtown sub-market, and in 2006, it currently leads the market.

75 Piedmont is owned by UrbanAmerica, L.P. UrbanAmerica is a private equity real estate investment trust based in New York City that focuses on making fiscally and socially prudent investment in the urban commercial real estate market. UrbanAmerica presently owns roughly 3 million square feet of commercial real estate throughout the country in markets including Atlanta, Detroit Miami, Philadelphia, Las Vegas and Washington, D.C.