

CASE STUDY



NATIONWIDE INSURANCE
LABORPLAN™



Quick Facts

- 635,000 square feet
- 1,570 new jobs
- Project cost: \$142m
- Updated Longevity – in sync with initial projections

Analysis to Date:

Longevity: 3 locations

Services

- LaborPlan™

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CHALLENGE

EXISTING LOCATION EVALUATION: EXPANSION AND RECRUITING

Nationwide Insurance was interested in a 350,000 SF expansion to their current campus in Des Moines, IA to facilitate the growth in their property and casualty insurance processing operations. They also planned on expanding their presence in San Antonio, TX where they employed over 520 agents and were looking to renew their current lease and continue growth expansion, utilizing the remaining lease capacity and potentially establishing a new campus. Nationwide Corporate Real Estate wanted to verify that the labor market was sustainable and could facilitate the growth.

SOLUTION

CBRE's Labor Analytics Group examined the depth of the labor force in Des Moines and San Antonio to understand the capacity for growth in each market. LAG's LaborPlan™ modeled the planned five year expansions in both markets, including wages, competitor growth, and skill set availability.

RESULTS

Nationwide Insurance is proceeding with a major expansion of their downtown Des Moines campus. The expansion includes the addition of approximately 635,000 – 660,000 square feet of office space in two buildings, a 1,500 space parking garage, and creation of 1,570 new jobs. The project will require an estimated capital investment of approximately \$127 million, with an additional investment of approximately \$15 million required for furniture, fixtures and equipment. Nationwide has also renewed their lease and will be tripling the size of their workforce in San Antonio over the next three years. Further analysis on Des Moines was conducted exactly 2 years from the initial study; updated longevity was exactly in sync with initial projections.

CLIENT ASSOCIATED PRESS RELEASE

"Nationwide Insurance announced today the details of its plan for a new 350,000-square-foot, five-story facility to be constructed at 1200 Locust Street. It will include space for 2,200 workstations and will house Nationwide property and casualty insurance operations. This represents the second phase of Nationwide's most recent downtown campus expansion. Phase one included a 285,000-square-foot addition to its 1100 Locust St. building, to be completed in November 2007. When complete, the Locust St. campus will total 1.2 million square feet, making it one of the largest contiguous facilities in Iowa. Total cost of the project is estimated at \$142 million, including both phases of the office buildings and the parking garage." – The Business Record, Tuesday, March 27, 2007