

PROJECT SHOWCASE

CORPORATE



CHAMPION PARTNERS

FACILITY SIZE

186,245 sqft

COMPLETION DATE

February 2019

LOCATION

3033 W George Bush
Pkwy, Plano, TX 75075

DEMOGRAPHICS

Adult office workers
All fitness levels
Low to moderate usage

WEBSITE

championpartners.com

THE DALLAS DEVELOPER RENAMES & REBOOTS ITS PLANO OFFICE

Formerly owned by NetScout, the class A office on Bush Turnpike was bought by Dallas real estate investor and Champion Partners in fall 2018. In addition to its new name, the office tower's renovation added more amenities: a lounge, café, and fitness center.

"We were very fortunate to be able to continue our value-add office investment strategy with the purchase of 3033 West President George Bush Highway late last year in an off-market transaction," co-owner Steve Modory said. "We are excited about reintroducing this high-quality office project, rebranded as Apex, to the brokerage community and prospective tenants in Dallas-Fort Worth."

Goals: Equipment that needs little upkeep and maintenance

Challenge: Provide the right mix of cardio, strength, functional equipment and accessories for a residential gym to attract and retain residents who may already have luxury health club memberships.

Solution: Supplied a well-rounded selection of Precor P62 networked cardio with music and video streaming so tenants will want to come back and enjoy the fitness center again and again.



