

# PROJECT SHOWCASE

## CORPORATE



## THE MADISON

### FACILITY SIZE

288,920 sqft, 12 stories

### COMPLETION DATE

November 2017

### LOCATION

15851 N. Dallas Pkwy  
Addison, TX 75001

### DEMOGRAPHICS

Desk-bound adults  
Moderate usage

### WEBSITE

[www.regus.com](http://www.regus.com)

### PROPERTY ADVISERS REALTY RENOVATES ITS NEW CROWN JEWEL

After a \$55 million merger made headlines in the north Texas real estate market, Property Advisers Realty saw a chance to shake things up by purchasing The Madison from Granite Properties. The sixth and largest acquisition in four years, the Irving-based company put, in president and CEO Jerry Reis's words, "quite a bit of money" into upgrading the lobby and common areas. This included the gym, whose renovation saw the size of the exercise area doubled. Marathon Fitness representative for the project Stacey Elfarr says, "The biggest objective was to make sure that the tenants in the building could get rid of gym memberships and get a full workout here no matter the exerciser's fitness level. It's a full fitness center that has everything that anyone would need."

Challenge: Provide a mix of cardio, strength & functional equipment

Solution: Supplied Precor 800 series cardio, Shift Spin Bike, Precor Discovery series selectorized strength machines, Troy free weights



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|----------------|--------------------|----------------------|
| 1. TRM         | 9. PRISM           | 17. MULTI-GYM        |
| 2. EFX 833     | 10. BACK EXT.      | 18. KETTLE BELL RACK |
| 3. EFX 835     | 11. KNEE RAISE     | 19. DUMBBELL RACK    |
| 4. RBK         | 12. SHOULDER PRESS | 20. ADJ BENCH        |
| 5. SPIN BIKE   | 13. LAT PULL/ROW   | 21. LEG CURL         |
| 6. ROWER       | 14. LEG EXT        | 22. POWER RACK       |
| 7. CHEST PRESS | 15. LEG PRESS      | 23. PEC FLY/DELTA    |
| 8. AMT         | 16. FTS GLIDE      |                      |

