

## Hunter Fan signs lease at Goodlett Farms park

### CEO: New setting to reflect firm's changing footprint

By Cassandra Kimberly

Sunday, November 9, 2008

Memphis-based [Hunter Fan Co.](#) is moving its corporate headquarters, the latest in a series of changes by one of the world's leading manufacturers of ceiling fans.

"We've been Memphis' best kept secret for some time now," said Hunter CEO Chuck Smith. "The time was right for us to become more visible in the community."

Good news for Hunter's 200 local employees -- the 122-year-old manufacturer of ceiling fans, portable fans, bath fans, air purifiers, humidifiers and thermostats is sticking to its roots.

The company signed a 60,000-square-foot lease in Memphis' Goodlett Farms Business Campus at 7130 Goodlett Farms Pkwy.

Hunter plans to move from its current headquarters at 2500 Frisco in the early spring, Smith said. The company will occupy the third and fourth floors of the building, formerly the executive offices of [Regions Bank](#).

"We just didn't fit the footprint of our Frisco Avenue facility anymore," he said. "When the company built the facility in 1955, we were heavily focused on manufacturing. Today, our offices comprise mainly professional applications such as sales, marketing, finance, and operations management. It's a really nice setting for the employees."

Hunter will be the first new tenant in the 369,000-square-foot building since it was purchased by JP Realty Partners Ltd. in July as part of a 13-property office portfolio sold by Regions Bank for \$32 million.

Regions leased back 150,000 square feet at the center, where it operates a call center and has other administrative operations, after the building was sold to JP Realty.

An update to Hunter's image has been "long overdue," Smith said.

Over the past year, Hunter has added a vice president of brand development, introduced new products and repositioned the brand to include a redesign of the logo, new packaging and a Web site, [hunterfan.com](http://hunterfan.com).

The company also recently launched a new energy savings campaign called "[Look Up](#)" and is planning to launch a DRTV spot this month hosted by former Olympic gold medalist [Peggy Fleming](#) featuring an air purification system.

Goodlett Farms has become a popular locale for corporate headquarters. Companies such as [ACH Food Co.'s](#), [Cargill](#), [Harrah's Entertainment](#) and [Accredo Health Group](#) are also located in the business campus.

The Goodlett Farms building is one of the few multi-tenant operations in Memphis' northeast sub-market.

In addition to a six-acre lake, the facility has a cafeteria, full-service workout facility and an emergency generator with hospital-grade capacity.

It was the perfect place for Hunter, said [Kemp Conrad](#), president of [Commercial Alliance Management](#).

"It had all of the amenities they were looking for to create the campus feel for their corporate headquarters," he said.

[Larry Jensen](#), president and CEO, and associate [Matt Weathersby](#) of [Commercial Advisors LLC](#), represented Hunter Fan in the deal.

[Bentley Pembroke](#), senior associate with Commercial Alliance Management LLC, represented JP Partners.

Hunter could have easily moved its headquarters near its nearly 1 million-square-foot distribution center in Byhalia, Miss.; facilities in Pomona, Calif.; satellite offices in Atlanta and Charlotte, N.C.; or to its office in Zhongshan, China, but it was "just right" to stay in Memphis, Smith said.

"The market has been good for us we have a great assembly of employees," he said. "We're proud to call Memphis our home."

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### **Hunter Fan Co.**

Founded: 1886

Headquarters: Memphis

Manufactures: Ceiling fans, portable fans, bath fans, air purifiers, humidifiers and thermostats.

Moving to: Goodlett Farms Business Campus, 7130 Goodlett Farms Pkwy.

Space: 60,000 square feet

Contact: (888) 830-1326

Web: [hunterfan.com](http://hunterfan.com)



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