

## Running the Numbers

### Home Goods Maker Subleases From Avon at 777 Third Avenue



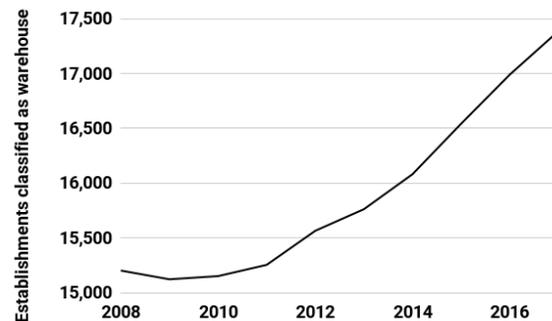
Bedding manufacturer WestPoint Home is moving into Avon Products' former headquarters at William Kaufman Organization's 777 Third Avenue.

#### ACTIO CASE STUDY 777 Third Avenue

### Warehouse Supply Rises But Still Can't Match Urban Demand

The trend toward online shopping is driving this need for more warehouse space. Retail sales made online in the third quarter of 2018 totaled more than \$130 billion, representing an increase of 14.5% from the same quarter in 2017, according to the Department of Commerce.

Growth in establishments classified as warehouse or storage



When Texas officials pushed Amazon to pay nearly \$270 million in back sales taxes in 2010, Amazon responded by closing its only warehouse in the state and scrapping expansion plans there. Two years later, the officials agreed to waive the past taxes in exchange for Amazon opening new warehouses.

A similar scene played out in South Carolina, where officials decided in 2011 to deny Amazon a sales tax break. After threatening to stop hiring in the state, the company got the tax exemption by promising to hire more people.

#### Amazon's Hard Bargain Extends Far Beyond New York



#### Nine Things To Remember When Planning Your Annual Real Estate Goals

Goal planning is an essential part of starting the new year off on the right foot. In order to set the trajectory for your company's yearly, quarterly and monthly benchmarks, planning your real estate goals is key. This holds especially true as the real estate market continues to shift, and what may have worked last year may no longer be as effective this year.

**Actio's first job in any engagement is to internalize its client's goals into the**

project plan.

**Align your real estate portfolio with your corporate goals.  
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