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From the Triad Business Journal:
<https://www.bizjournals.com/triad/news/2020/05/05/marketing-group-will-move-into-downtown-triad.html>

Marketing group will move into downtown Triad space

May 5, 2020, 1:50pm EDT

A membership and marketing organization for independent retailers based in Winston-Salem will move into a renovated downtown space.

Rob Stott, corporate communications manager for Nationwide Marketing Group, told Triad Business Journal that Nationwide would move into a location at 609 Liberty St. in Winston-Salem. The company will move from its current location at 110 Oakwood Drive.



NATIONWIDE MARKETING GROUP

The marketing group will be the primary tenant.

Nationwide will occupy 15,465 square feet as the largest tenant in a 30,684-square-foot building with multiple storefronts at addresses from 601-615 Liberty. LMI Builders was the general contractor for renovations to the interior and facade. Charlie Fulk of Meridian Realty said Nationwide's upfit cost more than \$1 million.

Nationwide will have space in the upper and lower floors, and will also have access to the rooftop for social uses. The building has a basement. Fulk said Nationwide would occupy all of 609 Liberty

and the top floor of 601 Liberty. He said he was not ready to announce any other other tenants.

Founded in 1971, Nationwide has a membership of 5,000 or so independent retailers in the furniture, bedding, appliances and consumer electronics footprint who use the organization's collective buying power. It provides members with leadership development programs and team training opportunities as well as accounting, insurance and human resource solutions. Nationwide also performs other services for independent retailers such as building websites.

The space is in Winston-Salem's Arts District and close to the rising Industry Hill district. Across the street, Mayfair Street Partners announced it would build a \$10 million entertainment center in the former Twin City Motor Co.

Stott said Nationwide expects to move into the new location in July or August, pending the lifting of social distancing guidelines.

Stott said the Winston-Salem location has 35 to 40 employees. The company has a second headquarters in Memphis and a prime media location in Atlanta.

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Triad Business Journal

