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Company's Niche Investment Strategy Pays Off During Tough Economic Times

White Cap Real Estate Acquires Class A Office Building in the Fox Cities

Madison, WI—White Cap Real Estate, a Wisconsin-based real estate investment firm specializing in 1031 Tenant-In-Common (TIC) solutions, created a business strategy for tough economic times that has helped the firm continue to close deals, while some competitors have been forced to shutdown their acquisitions operations. Earlier this month, White Cap Real Estate purchased a 37,356 sq. ft. Class A office building in Appleton, Wis. for an undisclosed price.

The property, located at 2801 E. Enterprise Avenue, was built in 2007 and is fully leased. Tenants include Rockwell Automation, BC Ziegler and Larson Engineering, three high-profile Wisconsin companies.

Ted Thomsen, co-founder of White Cap Real Estate said his firm planned for current market conditions. He revealed that their long-term strategy has been to focus on smaller markets that have the potential for continued economic growth, where they are also able to work with community banks.

“By focusing on smaller deals and using local banks, we’ve been able to avoid many of the hurdles that larger real estate investment companies are facing right now in terms of securing financing,” said Thomsen. “We’re not only acquiring new properties, but we’re also seeing higher than expected returns for investors on our other properties.”

Despite an unstable real estate market, White Cap Real Estate has acquired 4 Class A buildings this year, including the recent Enterprise Avenue purchase.

White Cap Real Estate is a boutique sponsor of quality investments in commercial and retail real estate. The company offers professionally managed, turnkey real estate investment products for clients seeking 1031 Exchanges or direct investments in income producing real estate. From offices in Wisconsin and Virginia, White Cap's team of real estate professionals identify, underwrite, and acquire quality properties that provide investors predictable returns and minimal downside risk. The firm is a member of the Tenant-In-Common Association (TICA).

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