

**Northpointe Bank**

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— Charles A. Williams

Northpointe Bank • Grand Rapids, MI • Office Property

Northpointe Bank was established in 1999 to serve clients in the Western Michigan area for their banking and lending. Their mission was to provide top line deposit rates to customers while providing lending solutions that extend outside the typical structure of traditional banks. These solutions combined with superior customer service have allowed Northpointe Bank to grow tremendously in their short history. Jeff Karger, Director of Office Services for The Wisinski Group represented Northpointe Bank in the acquisition of property for a new corporate headquarters.

The client was facing several challenges in the upcoming years. The current leased facility that housed their corporate headquarters could not accommodate the future growth plans of the company. In addition, their long term goal was to own a facility rather being a tenant. Finally, they wished to have a marquee location that gives them an indelible presence in the Grand Rapids market. All of this needed to be accomplished keeping in mind their current lease obligations.

The solution that Jeff Karger developed was a two pronged approach. The first phase was to analyze all existing buildings in the market place that fit the criteria outlined by Northpointe Bank through planning sessions. Once the market was canvassed, we moved on to vacant land opportunities. The Wisinski Group analyzed all available vacant sites for the customer but did not find one that fit all the criteria. At this point, the acquisition team set sites on several locations that were not currently on the market and established the former Duba's site at the southeast corner of East Beltline and I-96 as a strong strategic fit. Unfortunately, the site was over 10 acres and was too large for the bank alone. Through the help of a local architectural firm, the acquisition team was able to devise a plan that allowed the bank to develop the site and recoup expenses through the disposition of two outparcels. The new 60,000 square foot corporate headquarters for Northpointe Bank sits at one of the most prominent intersections in Grand Rapids and has further established its brand through the creation of Northpointe Park that is home to a national restaurant and hotel.

“Jeff Karger and The Wisinski Group were involved in the whole project from initial site criteria development all the way through leasing excess space in our current facility. Our unique circumstances required an out of the box solution and Jeff Karger was instrumental in helping us achieve success. He provided a high level of service and expertise and I would have no hesitation in using his services in the future.”

—Charles A. Williams
President & CEO