

Harry Norman lands HQ in heart of Buckhead

By Jarred Schenke

Harry Norman has found a new home in Buckhead.

And this time, the company that helps people find new homes is building its own house from the ground up.

Harry Norman Realtors is negotiating to buy an under-development 28,700-square-foot

office building from Parkside Partners Inc., the company formed by Kyle Jenks and Rick Bent, former Griffin Development executives who went their separate ways in 2003.



Sold on a home: Construction on Harry Norman Realtors' East Paces Ferry location is expected to start in the next few weeks. The price is estimated at \$7 million.

The residential brokerage firm, an Atlanta staple for more than 60 years, is having its headquarters built on a site filled with two homes at 532 and 534 East Paces Ferry Road, which will be razed to make way for the new headquarters.

Jenks, a principal with Parkside, said the developer was planning to build a speculative office building at the site prior to approaching Harry Norman about a headquarters. But an initial problem for Harry Norman turned fortuitous for Parkside.

Last year, Harry Norman was forced out of its 77 West Paces Ferry Road location after Whole Foods Market took the space for a new store. The company has since moved into temporary housing on Roswell Road in Buckhead, Harry Norman officials said.

Parkside approached Harry Norman executives with the idea for the East Paces Ferry location, and pushed through the proper permits to move forward on construction of the \$7 million project, Jenks said.

"That agreement [with Harry Norman] was contingent upon getting the required agreements," he said. "We are ready to go and will start construction here in the next few weeks."

Mike Doll, vice president of marketing for Harry Norman, said it was important for the real estate brokerage firm to keep its headquarters in Buckhead.

"We decided that our best decision was to build in Buckhead," Doll said. The new building will house Harry Norman's corporate offices and Buckhead sales office. Harry Norman has 18 offices in Atlanta and one in High Point, N.C.