



GOING FROM MOM-AND-POP R&D HOUSE TO A SCALABLE MANUFACTURING FACILITY

With over 50 years of business and partnership under their belt, the husband-and-wife team, Vivian and Steven Valenty, founders of VB Cosmetics, decided it was time to scale their 14,000 SF research and development facility to a full scale, 40,000 SF manufacturing facility. Having experience with a build-to-suit at their previous location at 318 S. Bracken Ln. Chandler, AZ, the Valenty's were familiar with the commercial real estate process and determined the best option for their project schedule and business needs was to lease immediately available, newly constructed industrial space rather than purchase or develop a new building.

VB Cosmetics opted for a multi-tenant, new construction, shell industrial property at 6511 W. Frye Rd. Chandler, AZ, where they were able to utilize landlord capital through an above-market-average TI allowance to help contribute towards the build out of a state-of-the-art cosmetics and nail lacquer development, manufacturing, packaging, and distribution facility. VB Cosmetics' relocation goals included:

- 1. To remain in Chandler, where they had a good relationship with the City.**
- 2. To have the three-dimensional space to grow their product line.**
- 3. To have a facility that would meet the hazardous materials safety requirements needed to keep their team and the environment safe.**

After embarking on their comprehensive property search with Keyser advisors Ryan Steele and Kari Hartman, they finalized a deal at 6511 W. Frye Rd.

As a shell property, VB Cosmetics could customize the interior of their space to fit their needs. Knowing the scale of this endeavor, VB Cosmetics engaged Keyser's project management team to assist and manage the build-out from start to finish. Kurt Rockstroh, one of Keyser's lead project managers, managed the project's timeline, resources, and contractors. One of the highlights of the build-out included responding to the technical requirements of a state-of-the-art computerized mixing equipment, which was manufactured in the UK.

“The process was very smooth. Our commercial real estate advisor Ryan Steele, helped us identify a building, seal the deal, and sell the older building, which was necessary for us to complete our build-out of our new building. Our project manager, Kurt Rockstroh was a bonus. He is a remarkable wealth of knowledge; we were honored to have the value of all his experience.” —Steven Valenty, Vice President

As many business leaders know, construction during 2020-2022 was subject to significant material delays due to a global supply chain mismanagement. These delays could affect a project by up to 12 months. However, Keyser and its contracted construction vendors, Deutsch Architecture Group, Nitti Builders, and IMEF Engineering, were able to mitigate these delays proactively, and the project only experienced a single month of setbacks. Regardless of pandemic-induced supply chain delays for materials, the Valenty's were pleased with the project team's ability to follow through on their commitments and keep construction affordable.

Once construction was nearly complete, and VB Cosmetics was ready to officially relocate, Keyser advisors Ryan Steele and Kari Hartman helped VB Cosmetics sell their old facility at 318 S. Bracken Ln. Within three days of its announcement to the market, Keyser had 15 inquiries and multiple offers in hand to show the Valenty's. VB Cosmetics opted for a sale price of \$1,950,000, to a qualified and flexible buyer willing to lease the space back to VB Cosmetics for two months while they ironed out the final details of their new space.

Just 15 months from the start of the process, the new VB Cosmetics facility is being utilized to develop, test, manufacture, and ship premium nail lacquer cosmetics to consumers internationally.



“I think Keyser’s project management team put together a complete package of people. We felt a strong bond between Keyser, Deutsch Architecture Group, Nitti Builders, and the subcontractors. All the folks included in the project were service-oriented, which really creates a sense of community.”
—Steven Valenty, Vice President

About VB Cosmetics

VB Cosmetics is a manufacturing company engaged in the creation and sale of cosmetics and personal care products. It has successfully transitioned from its beginnings as a private label manufacturer of its inventions to building its own global brands of clean, nature- and science-based, functional and proprietary beauty products.

For more than 25 years, VB Cosmetics has been developing clean cosmetics with clinical results. Founded and developed by Dr. Vivian Valenty, their innovative products offer healthy solutions to some of the beauty industry’s most sought-after treatments.



Its transformational product, Dazzle Dry, a quick-dry nail polish system, is earning awards and accolades and revolutionizing the nail industry, creating a class of its own in this crowded market.

VB Cosmetics is also committed to sustainable business practices. As a company, VB Cosmetics plants one tree for every online order placed. They have planted over 270,000 trees thus far and have a goal of 2 million in the next ten years.

“I want to leave a legacy where when I die, people can remember what I have done; that’s the reason why we plant trees.”
—Vivian Valenty, Founder



In addition to Keyser’s commercial real estate and project management services, this 40,000 SF design, build-out, cleaning, commercial move, racking systems, and signage were masterfully completed by the following vendors.



“The exemplary performance of Ryan Steele and Team Keyser in helping us find the right home for our rapidly growing company in a short period of time confirmed the strength of their reputation in the Metro Phoenix area and the personal, heartfelt commitment to their clients. We enjoy our relationship and look forward to continuing our partnership over the coming years.” —Vivian Valenty, Founder