

CASE STUDY

GREEN METALS, INC.

Site selection and real estate case study.

Green Metals, Inc., a Toyota Tsusho company, needed real estate services, site selection, and incentive negotiations for a new North American facility. The assignment combined a seven-state property search with local coordination and purchase negotiations.



\$40 million

Planned investment

43

Planned jobs

250+

Buildings evaluated

7

States evaluated

THE ASSIGNMENT

Find a 100,000 to 130,000 square foot building available for lease or purchase near EV production activity. Priorities included heavy utility requirements, labor availability, customer proximity, operating costs, and a competitive incentive package.

SEARCH GEOGRAPHY

Georgia, Kentucky, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia.

FROM 250+ BUILDINGS TO TWO FINALISTS

The team compared business conditions, operating costs, and properties across seven states before recommending three states. Seven buildings met the criteria: three in North Carolina, one in Tennessee, and three in Virginia.

The team arranged visits with owners and state and county economic-development organizations, including community and training-facility tours and meetings with government leadership, permitting officials, and economic developers.

NEGOTIATION & TRANSACTION SUPPORT

Following the visits, the company chose to focus on purchasing a building. The search narrowed to one property in North Carolina and one in Virginia, with competing incentive packages from the finalist states.

The team compared transportation and logistics, operating, and land and building costs. It negotiated the letter of intent and purchase and sale agreement, and introduced local legal counsel, banking officials, contractors, and engineering services.

THE FINAL DECISION

Proximity to Toyota's EV battery facility in Randolph County, North Carolina, was the deciding factor in the location selection.

SELECTED LOCATION

Winston-Salem, North Carolina

A seven-state search concluded with a purchase location near the customer facility, supported by property negotiations and a local professional network.