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SPECIAL

**Midtown Heights:** Growing firm Purchasing Power LLC needed space for a call center.

## Benefit firm takes Midtown space

**P**urchasing Power LLC is opening a nearly 12,000-square-foot customer service center in Midtown Heights.

Purchasing Power, a voluntary employee benefit program, will maintain its headquarters in Virginia-Highland but eventually plans to consolidate the new center and its main offices. Its lease at the Virginia-Highland building expires in 2010.

It will probably look to stay intown because its employees want access to MARTA. Since 2006, the company has seen 105 percent growth in annual revenue, breaking \$100 million in 2007. Its workforce has also more than doubled since 2006, from 47 to 95 in 2008.

The company is led by CEO Keith Calhoun and President and Chief

Financial Officer Richard Carrano.

Purchasing Power will take the third floor of the seven-story Midtown Heights building, which is owned by **MetLife Inc.**

The two-year-lease for 11,880 square feet is valued at slightly less than \$500,000, excluding concessions.

**Carter's** Zack Usilton and Dale Lewis represented Purchasing Power. Scott DeMyer, with **Resource Real Estate Partners LLC**, represented MetLife.

— Staff writer *Lisa R. Schoolcraft* contributed to this column.

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