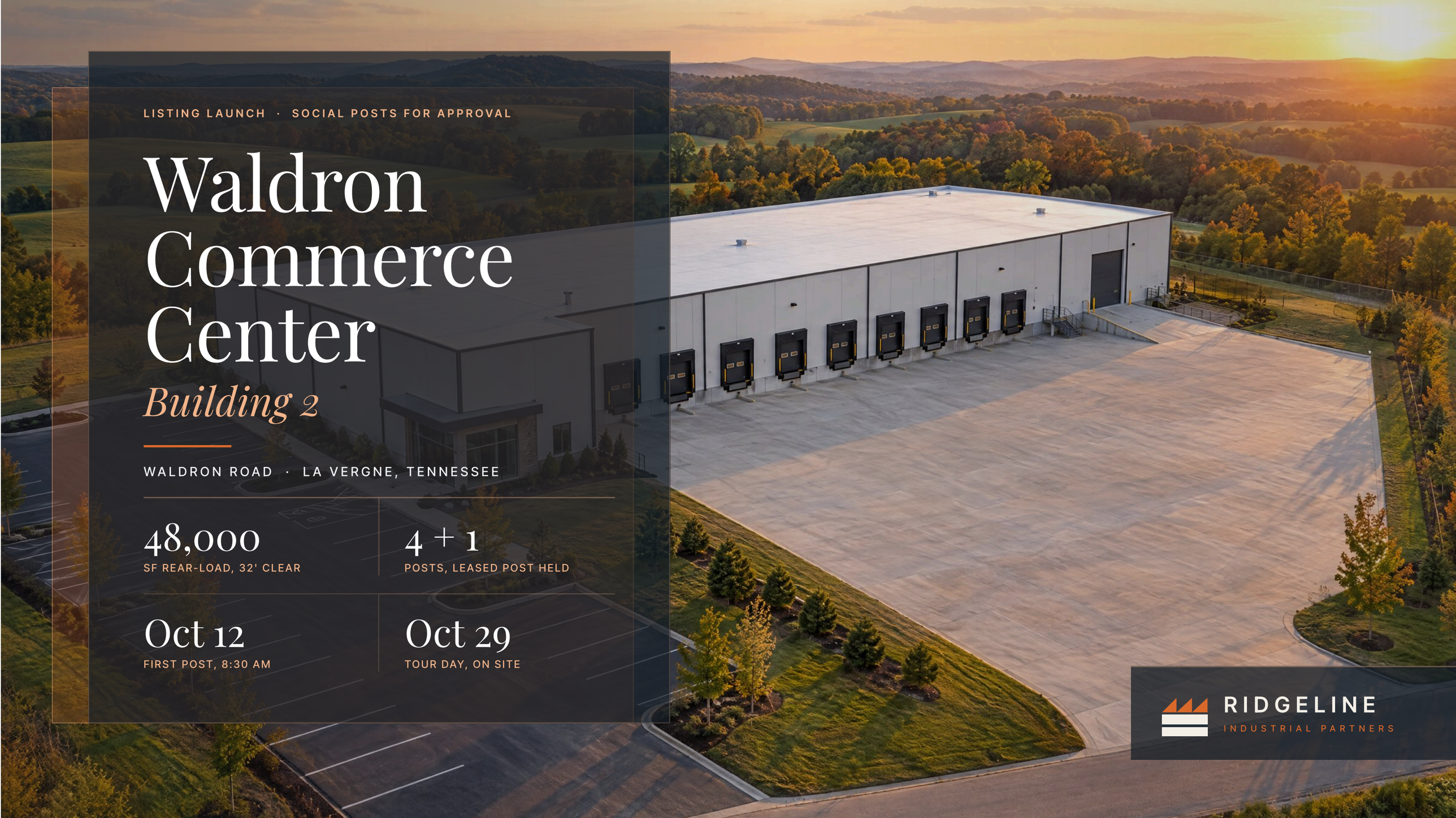


LISTING LAUNCH · SOCIAL POSTS FOR APPROVAL

Waldron Commerce Center

Building 2

WALDRON ROAD · LA VERGNE, TENNESSEE

48,000 SF REAR-LOAD, 32' CLEAR	4 + 1 POSTS, LEASED POST HELD
Oct 12 FIRST POST, 8:30 AM	Oct 29 TOUR DAY, ON SITE

RIDGELINE
INDUSTRIAL PARTNERS

01 THE LAUNCH RUN · OCTOBER 2026

Four posts, one listing, two weeks.

Each post has one job, an image and an 8:30 am send, when tenants' operations people check their feeds. Pick a day to see the post exactly as it will run.

	MON	TUE	WED	THU	FRI
WEEK 1	12 01 · 8:30 AM **Just listed** Announce, link the flyer Firm reshare, 10:00	13	14 02 · 8:30 AM **The building** Specs for the operations reader	15	16
WEEK 2	19	20 03 · 8:30 AM **Market context** Why this size is scarce	21	22 04 · 8:30 AM **Tour day invite** Fill the October 29 tour	23
WEEK 3	26	27	28 MESSAGE · 4:00 PM Reminder to everyone booked	29 ON SITE · 10 TO 2 **Tour day** 12 slots of 20 minutes	30 MESSAGE · BY NOON Floor plan and rate to every visitor

HELD **05 Leased** Drafted now. Posts the day the lease signs, once the tenant and the landlord approve the wording. VIEW DRAFT

PREVIEW · AS IT WILL RUN 390 px, phone width

MON OCT 12 · 8:30 AM AWAITING APPROVAL

AC **Avery Collins**
Industrial broker at Ridgeline
Mon Oct 12 ·

Just listed: 48,000 SF of rear-load industrial in La Vergne, a mile off I-24 at Waldron Road.

Waldron Commerce Center Building 2 delivers in January with 32' clear height, eight dock doors and a drive-in, and a 130' truck court. It's built for a user who needs 30,000 to 50,000 SF and its own dock wall.

Specs and the floor plan are in the comments. Happy to walk anyone through it.



JUST LISTED · LA VERGNE, TN
48,000 SF, rear-load, 32' clear

Like Comment Share Save

AC **Avery Collins** Author FIRST COMMENT
Flyer, floor plan and site plan:
ridgeline.example/waldron-2

Sample deliverable: brokerage, broker, property and figures are illustrative.

02 IN THE FEED

The first three posts.

Each post leads with what the building is, where it is and the one spec that matters. Links sit in the first comment, so the post reads clean and every link points to one current file.

NO ASKING RATE
Rates go in the flyer and the conversation, not the feed.

NO NAMES BEFORE APPROVAL
No tenant or landlord name until both approve in writing.

NO ONE ELSE'S BUILDING
Competing properties are counted, never named or pictured.

NO SUPERLATIVES
No "best", "only" or "premier" unless a fact in the post proves it.

01 · MON OCT 12 · JUST LISTED

MON OCT 12 · 8:30 AM — AWAITING APPROVAL

AC — Avery Collins
Industrial broker at Ridgeline
Mon Oct 12 ·

Just listed: 48,000 SF of rear-load industrial in La Vergne, a mile off I-24 at Waldron Road.

Waldron Commerce Center Building 2 delivers in January with 32' clear height, eight dock doors and a drive-in, and a 130' truck court. It's built for a user who needs 30,000 to 50,000 SF and its own dock wall.

Specs and the floor plan are in the comments. Happy to walk anyone through it.



Like · Comment · Share · Save

AC — Avery Collins Author — FIRST COMMENT
Flyer, floor plan and site plan:
ridgeline.example/waldron-2

ALT TEXT Aerial of a new white rear-load warehouse at sunset, eight docks and a drive-in facing an empty truck court.

02 · WED OCT 14 · THE BUILDING

WED OCT 14 · 8:30 AM — AWAITING APPROVAL

AC — Avery Collins
Industrial broker at Ridgeline
Wed Oct 14 ·

Inside Building 2 at Waldron Commerce Center.

32' clear. 52' x 50' column spacing. ESFR sprinklers. LED high-bays on motion sensors. A 2,400 SF spec office that can be finished to suit.

Every foot of clear height above 24' is storage the tenant doesn't pay extra rent for.



Like · Comment · Share · Save

AC — Avery Collins Author — FIRST COMMENT
Full spec sheet, including power and the slab:
ridgeline.example/waldron-2/specs

ALT TEXT Empty warehouse interior with tall ceilings, LED lights and a row of dock doors.

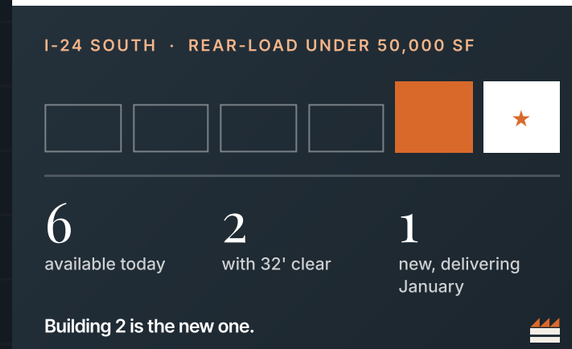
03 · TUE OCT 20 · MARKET CONTEXT

TUE OCT 20 · 8:30 AM — AWAITING APPROVAL

AC — Avery Collins
Industrial broker at Ridgeline
Tue Oct 20 ·

The smallest buildings along I-24 South are the hardest to find right now, and rear-load with real clear height is harder still.

Of the six rear-load options under 50,000 SF available today, two have 32' clear. Building 2 is one of them, and it's the only new one.



Like · Comment · Share · Save

AC — Avery Collins Author — FIRST COMMENT
How the six were counted: rear-load, under 50,000 SF, available now, I-24 South.

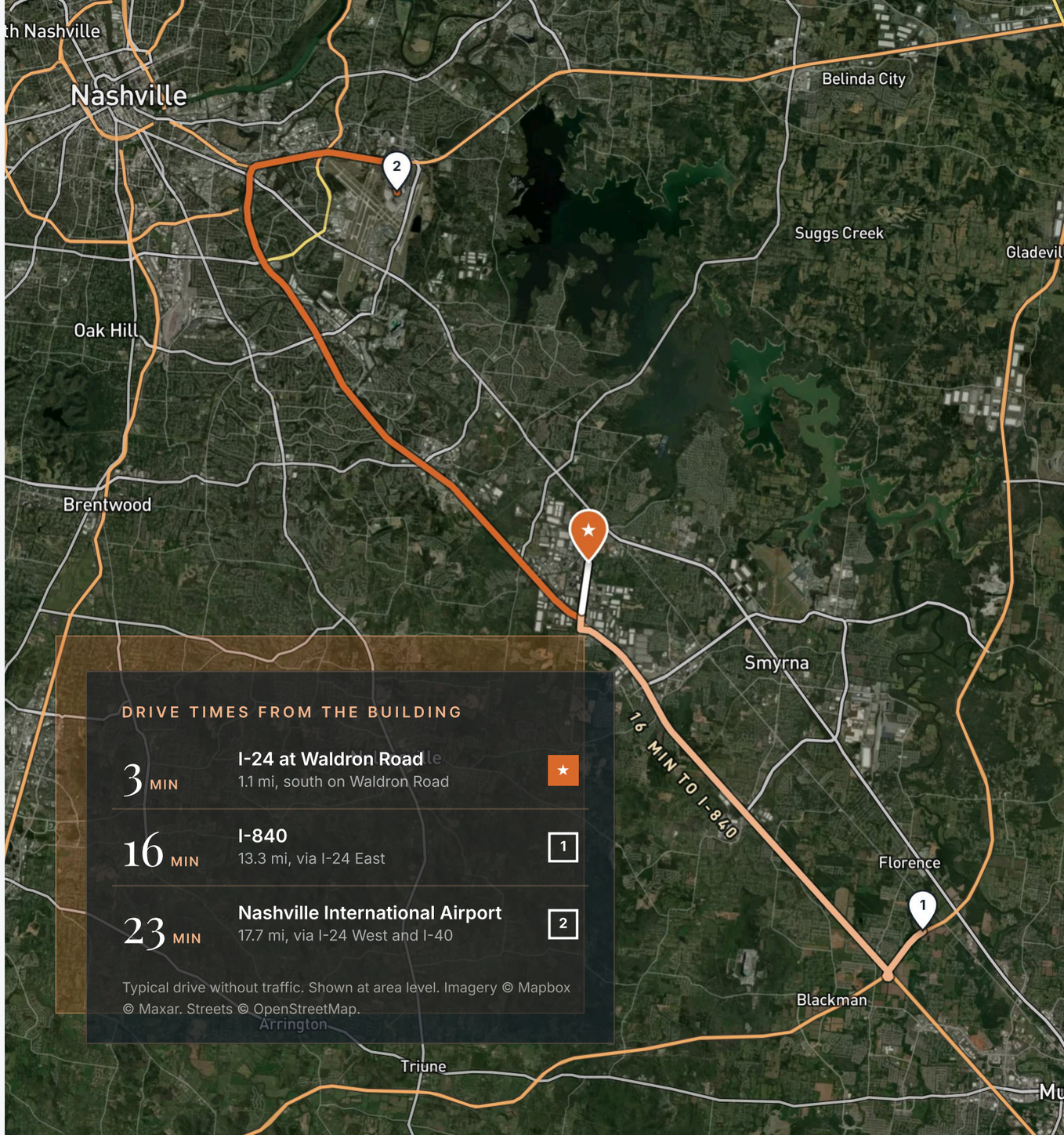
ALT TEXT Graphic: six available buildings, two with 32-foot clear height, one new.

Sample deliverable: brokerage, broker, property and figures are illustrative.

03 THE FACT SHEET

One fact sheet feeds every post, so the numbers never disagree.

		USED IN
BUILDING	48,000 SF, rear-load, on 4.1 acres	01 03 05
LOCATION	Waldron Road corridor, La Vergne; 1.1 mi to I-24	01
CLEAR HEIGHT	32'	01 02 03
COLUMNS	52' x 50'	02
LOADING	Eight 9' x 10' docks, one 12' x 14' drive-in	01
TRUCK COURT	130' deep	01
OFFICE	2,400 SF spec office, finished to suit	02
SYSTEMS	ESFR sprinklers; LED high-bays on motion sensors	02
SLAB AND POWER	7", 4,000 PSI slab; 1,200 amps, 277/480V, three-phase	REPLY
SPLIT	Built for one user; two 24,000 SF spaces considered	REPLY
DELIVERY	January 2027	01 03
ASKING RATE	Never in the feed. Sent by message and in the flyer	NONE



Sample deliverable: brokerage, broker, property and figures are illustrative.

04 COMMENTS

Replies drafted before the comments arrive.

Likely comment · Tenant side · operations lead — ON POST 01

What's the asking rate?

Avery Collins Author · Drafted reply

Happy to share. Sending you a message now with the rate and the flyer.

Likely comment · Tenant side · owner of a distributor — ON POST 01

Can it be split?

Avery Collins Author · Drafted reply

It's designed for one user, but the landlord will look at two spaces of 24,000 SF each. Message me and I'll send the demising plan.

Likely comment · Tenant side · facilities manager — ON POST 02

What's the power?

Avery Collins Author · Drafted reply

1,200 amps at 277/480V, three-phase. The full spec sheet is linked in the first comment.

Likely comment · Broker at another firm — ON POST 04

Tags a client: "Worth a look for your Q1 move."

Avery Collins Author · Drafted reply

Thanks for the tag. Glad to coordinate a tour on the 29th or any day that works.

NOT THIS

~~*"Thrilled to announce an incredible new opportunity! This premier, state-of-the-art facility is a game changer for the I-24 corridor. Don't miss out!"*~~

THIS

"Just listed: 48,000 SF of rear-load industrial in La Vergne, a mile off I-24 at Waldron Road. 32' clear, eight docks and a drive-in, delivering in January."

Every comment gets a reply the same business day. Rates and plans go by message; the thread stays public and short.

05 DRAFTED NOW, POSTED LATER

POSTS WHEN THE LEASE SIGNS — HELD FOR APPROVAL

Avery Collins
Industrial broker at Ridgeline
Draft ·

Leased: Building 2 at Waldron Commerce Center, all 48,000 SF, to [tenant], a regional [industry] distributor.

[Tenant] moves in [month] and consolidates two older buildings into one with 32' clear. Thank you to [landlord] for a building that leased before it was finished.



LEASED · LA VERGNE, TN
Building 2, fully leased

Like Comment Share Save

Written during the launch so it's ready the day the lease signs. It posts only after the tenant and the landlord both approve the wording and the name.

Sample deliverable: brokerage, broker, property and figures are illustrative.

05 TOUR DAY

Thursday, October 29. 10:00 to 2:00, on site.

10:00	10:20	10:40	11:00	11:20	11:40
12:00	12:20	12:40	1:00	1:20	1:40

12 slots of 20 minutes, booked from the first comment on post 04

THU OCT 22	Invite posts at 8:30 am. Booking link goes in the first comment.
DAILY	Every comment and message answered with a slot the same business day.
WED OCT 28	Reminder at 4:00 pm to everyone booked, with parking on the north side.
THU OCT 29	Avery on site with the floor plan and spec sheet. Docks and drive-in open.
FRI OCT 30	Floor plan and rate to every visitor by message, never in the feed.

THU OCT 22 · 8:30 AM AWAITING APPROVAL

AC

Avery Collins
Industrial broker at Ridgeline
Thu Oct 22 ·

Tour day, Thursday October 29, 10:00 to 2:00.

Building 2 is under roof with the docks set. Come walk the floor before the office is finished and see where the racking would go.

Comment or message me and I'll put you on the list. Parking on the north side.



TOUR DAY · THURSDAY, OCTOBER 29
10:00 am to 2:00 pm, on site

Like Comment Share Save

AC **Avery Collins** Author FIRST COMMENT
Pick a 20-minute slot on the 29th:
ridgeline.example/waldron-2/tour

Sample deliverable: brokerage, broker, property and figures are illustrative.