

Four posts, one listing, two weeks.

The launch run for Waldron Commerce Center Building 2. Each post is written in the broker's voice and paired with an image and a send time. Each has one job.



48,000

square feet

Rear-load, 32' clear, eight docks and a drive-in.

4 + 1

posts

Four in the launch run, plus a leased post drafted and held.

8:30

am send time

Weekday mornings, when tenants' operations people check their feeds.

Oct 29

tour day

The last post drives this. Every comment gets a reply within the business day.

THE RUN

DATE	POST	ACCOUNT	IMAGE	ITS ONE JOB
Mon Oct 12	Just listed	Broker, reshared by the firm	Aerial	Announce, link the flyer
Wed Oct 14	The building	Broker	Interior	Specs for the operations reader
Tue Oct 20	Market context	Broker	Graphic	Why this size is scarce
Thu Oct 22	Tour day invite	Broker and firm	Dusk exterior	Fill the Oct 29 tour
Held	Leased	Broker and firm	Aerial	Only with both sides' approval

THE BUILDING, AS EVERY POST DESCRIBES IT

Size	Loading	Clear height	Location
48,000 SF on 4.1 acres, with a 2,400 SF spec office	Eight 9' x 10' docks, one 12' x 14' drive-in, 130' truck court	32', 52' x 50' columns, ESFR sprinklers	Three miles to I-24, delivering January 2027
One fact sheet feeds every post, the flyer and the listing sites, so the numbers never disagree.			

HOW THE BROKER SOUNDS

NOT THIS	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!"	"Just listed: 48,000 SF of rear-load industrial in La Vergne, three miles off I-24. 32' clear, eight docks and a drive-in, delivering in January."
Lead with what it is, where it is and the one spec that matters. A tenant's operations lead can tell in one line whether to keep reading.	

AC

Avery Collins
Industrial broker · Ridgeline Industrial Partners

Just listed: 48,000 SF of rear-load industrial in La Vergne, three miles off I-24.

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

MON OCT 12 · 8:30 AM

BROKER ACCOUNT

AC

Avery Collins
Industrial broker · Ridgeline Industrial Partners

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.



INSIDE BUILDING 2
32' clear · 52' x 50' columns

WED OCT 14 · 8:30 AM

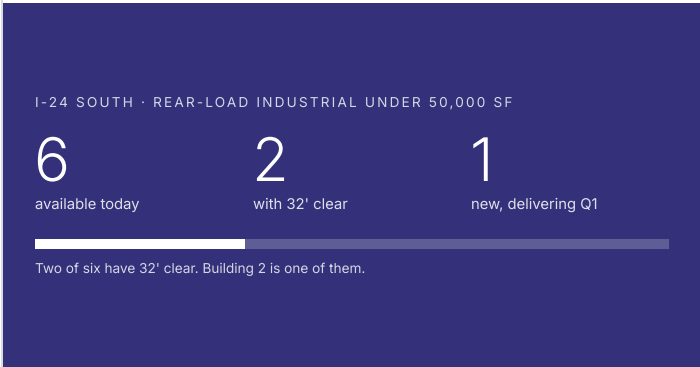
BROKER ACCOUNT

AC

Avery Collins
Industrial broker · Ridgeline Industrial Partners

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.



I-24 SOUTH · REAR-LOAD INDUSTRIAL UNDER 50,000 SF

6	2	1
available today	with 32' clear	new, delivering Q1

Two of six have 32' clear. Building 2 is one of them.

TUE OCT 20 · 8:30 AM

BROKER ACCOUNT

AC

Avery Collins
Industrial broker · Ridgeline Industrial Partners

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

THU OCT 22 · 8:30 AM

BROKER + FIRM PAGE

REPLIES, DRAFTED BEFORE THE COMMENTS ARRIVE

LIKELY COMMENT

"What's the asking rate?"

"Can it be split?"

A broker tags a client

REPLY, IN THE BROKER'S VOICE

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

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

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

DRAFTED NOW, POSTED LATER

AC

Avery Collins
Industrial broker · Ridgeline Industrial Partners

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

HELD FOR APPROVAL

BROKER + FIRM PAGE

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.

WHAT NEVER GOES IN A POST

Rent	Names before approval	Other people's buildings	Superlatives
Asking rates live in the flyer and the conversation, not the feed.	No tenant or landlord name until both have approved it in writing.	Competing properties are counted, never named or pictured.	No "best", "only" or "premier" unless a fact in the post proves it.

THE FIRST COMMENT ON EVERY POST

POST	FIRST COMMENT, POSTED BY THE BROKER RIGHT AFTER	LINK GOES TO
1 · Just listed	Flyer, floor plan and site plan: [link]	Listing page with the PDF
2 · The building	Full spec sheet, including power and the slab: [link]	Spec sheet PDF
3 · Market context	How the six were counted: rear-load, under 50,000 SF, available now, I-24 South.	No link, method only
4 · Tour day	Pick a time on the 29th: [link]	Booking page, 20-minute slots

Links go in the first comment rather than the post itself, so the post reads clean and every link points to one current file.

THE FIRM PAGE VERSION

RI

Ridgeline Industrial Partners
Company page

Now leasing: Waldron Commerce Center Building 2. 48,000 SF of rear-load industrial in La Vergne with 32' clear and a January delivery. Avery Collins has the details.

RESHARE OF POST 1

MON OCT 12 · 10:00 AM

Shorter, third person, and it hands the reader to the broker. The firm page amplifies. The broker's post is the one that gets the conversation.

ALT TEXT, WRITTEN WITH THE POST

- Post 1** Aerial of a white rear-load warehouse with trailers at the docks, wooded hills behind.
- Post 2** Empty warehouse interior with tall ceilings, LED lights and a row of dock doors.
- Post 3** Graphic: six available buildings, two with 32-foot clear height, one new.
- Post 4** The warehouse at dusk with dock doors lit and an empty truck court.