

# DAYTON BUSINESS JOURNAL

## Financial services firm to double Dayton-area footprint with move to Austin Landing

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A recent staff increase and the desire to grow its presence in the Dayton-area market has prompted a financial services company to relocate its local office to a larger facility.

Baird, an international wealth management, asset management, investment banking and private equity firm, is moving from Centerville to Miami Township. The company will occupy 11,500 square feet of first floor space at the new Midmark building at Austin Landing. The targeted move-in date is late June.

With the relocation, Baird is more than doubling its local footprint.

"We are thrilled to be part of this exciting development, and we look forward to welcoming clients – both current and prospective – into our new space," Baird Market Director Brian Kurtz said. "It's a great time to be growing Baird's footprint in Dayton, an incredibly important market to us, as we celebrate our 100th anniversary this year."

Baird has had a presence in the Dayton region for around 20 years, but the company recently expanded its team and has outgrown its current space.

In April, the firm announced the addition of eight wealth management professionals, bringing its local employee base to 14 people. The new staff members came from the "Family Wealth Partners" financial adviser team at UBS, a multi-national investment bank and financial services company based in Switzerland.

"We want the very best advisers in any city we are in, so we feel like the group that just joined us really fits that mold," Kurtz said. "They fit in very well."

For Kurtz, attracting top talent has everything to do with company culture and creating an environment where employees want to work, and clients want to visit. This environment includes the physical space in which the firm operates.

"We feel like this space is perfect for that," he said of the new office on Penny Lane. "We want to grow our presence in the Dayton area, and one way to do that is to get more space, which is what we did. We looked at probably five or six different locations, and this was by far the clear choice for us."

One of the key features of the new office is a patio that overlooks a park where Austin Landing holds events. The patio will be used for client events that will coincide with various activities at the office and



A rendering of Baird's new office at Austin Landing.



Brian Kurtz is market director for Baird.

retail center.

In addition, Baird's facility will have two wellness rooms, private offices, co-working suites, a 30-person conference room and two smaller conference rooms that can accommodate six to 10 people. It will also feature a full-service cafe and coffee bar inside the lobby.

"We wanted to make this space a really great experience for clients and our employees," Kurtz said. "I think the way we designed it and the money we put into it accomplishes that for both."

With twice the space it previously had, Baird has set the stage for future growth. Kurtz said the goal is

to more than double the current staff to upwards of 30 people in the next few years.

"There's no doubt the new office will help us grow," he said.

As a Milwaukee-based firm, Baird places special emphasis on growing its presence in the Midwest. That's why Kurtz feels Dayton is in the company's "sweet spot."

"I think Dayton is a perfect area for us," he said. "A lot of big firms focus on ultra-huge relationships on the coasts, but we think making a commitment to Dayton is a great decision."

Celebrating its 100th anniversary in 2019, Baird is an employee-owned, international wealth management, asset management, investment banking/capital markets and private equity firm with offices in the United States, Europe and Asia. It has 3,500 associates who serve individual, corporate, institutional and municipal clients with more than \$208 billion in assets as of Dec. 31, 2018. Baird ranked No. 16 on Fortune's 100 Best Companies to Work For list in 2019.

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