

PROVEN RESULTS



PROJECT
Genworth HQ



LOCATION
11011-11013 W Broad Street
Glen Allen, VA 23060



REAL ESTATE TYPE
Office



SQUARE FOOTAGE
174,378 SF

PROJECT OVERVIEW

- Relocation of Genworth's Headquarters & US Life Offices to Support 800+ Local Employees
- Initial Sublease from Prior Tenant + Direct Lease with FD Stonewater
- Significant Interior Buildout Over Four Floors + Additional Space Leased in Adjoining Westmark
- Innsbrook Area Location fronting West Broad Street
- Immediate Access to I-64/I-295 & Short Pump Corridor

IMPROVEMENTS

- Executive Suites with Boardroom & Multiple Upgraded Conference Rooms
- Upgraded Workstations, Customizable Breakout Spaces & Soundproof Smart Pods

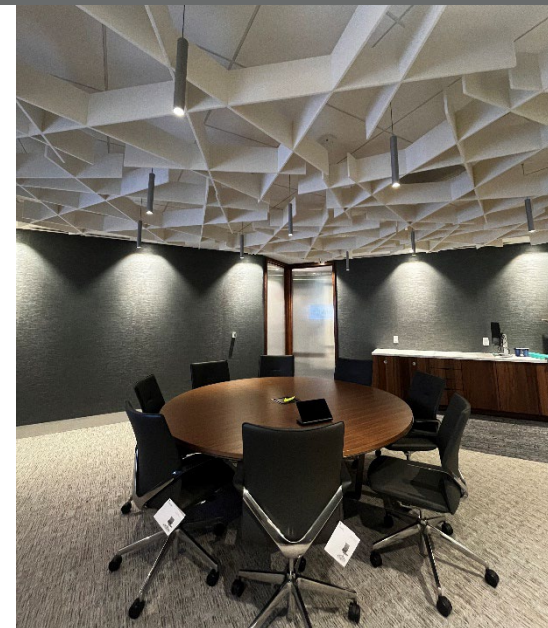
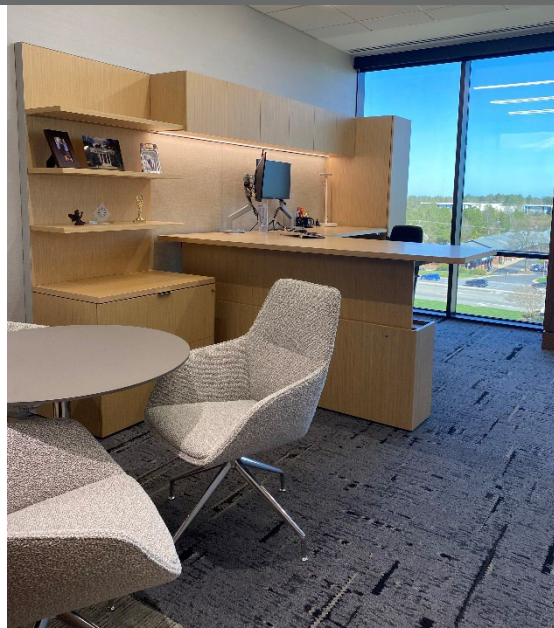
EMPLOYEE AMENITIES

- First Class Fitness Center on Site
- On Site Dining, Coffee & Snack Bar
- Entertainment, Game & Event Spaces
- On Site Medical Clinic

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GENWORTH HQ – REDEFINING 9 TO 5

“Companies are increasingly prioritizing the employee experience from start to finish. When Genworth planned their move from a multi-building campus to a renovation-ready site, they seized the opportunity to redefine their employees' experience. Baskervill's design team delved deep into existing data, analyzing recent questionnaires and company research, and utilized our Sightline process—a discovery system designed to maximize engagement by involving employees from HR, Communications and Marketing, IT, Facilities, and more early in the design process.

Genworth's new office redefines the 9-5 paradigm, encouraging connectivity and movement through various amenities. They chose this location to offer facilities that matched the project's scale and company size, including a full gym with lockers and showers, an instructor-led fitness and yoga studio, and a cutting-edge cafeteria. The layout emphasizes dynamism and adaptability, with furniture that supports collaboration, privacy, and adjusts to the evolving needs of employees, allowing teams and their workspaces to grow together. Open workstations are strategically placed to invite sunlight, while internal touchdown zones and private areas also benefit from natural light.”

Susan Orange, CID
Principal | Baskervill

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CUSHMAN &
WAKEFIELD
THALHIMER



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TENANT REP



Mac Wilson
First Vice President

SUBLEASE AGENTS



Brian Berkey
Senior Vice President
Tenant Advisory Group



Karla Knight
First Vice President

LEASING AGENTS



Amy Broderick
Senior Vice President



Jeff Cooke, SIOR
Senior Vice President

PROJECT MANAGEMENT



John August
Senior Project Manager