

## Charlotte, NC Site Selection and Incentives Firm Renames to **Maxis Advisors**

### Growth Inspires Company Name Change

(Charlotte, NC, August 2019)... For nearly **25 years**, Charlotte-based Development Advisors (DAI) has provided **site selection** and **incentive negotiation expertise** to clients worldwide, directly offsetting capital costs while optimizing business locations for maximum profit and competitiveness. Now, to better reflect its **considerable experience** and growth in the marketplace, DAI is changing its name to **Maxis Advisors**.

"Our expanded presence in the Atlanta market, with plans to grow into the Southwest and Midwest regions, exemplifies our mindset," said Patric Zimmer, President. **"This new brand position reflects who we've been for the past 25 years but also where we are going and how we intend to serve our valued clients. It communicates our team's established professional image and progressive approach as we grow in the marketplace."**

**Maxis Advisors** is the extension of an accomplished firm with a proven track record of success. The Charlotte-based company has identified optimal sites and buildings, and negotiated incentive packages for clients whose projects have represented more than **\$9.1 billion in capital investment** and **7,500 jobs in 42 states**. Its client list features **Fortune 500** and middle-market organizations, both nationally and internationally based, who represent a variety of industries including manufacturing, distribution, office, data centers, technology, and real estate development.

Over the years, **Maxis Advisors** has expanded its menu of services to include not only **incentive negotiation**, but also **site selection, compliance**, and **real estate advisory services**. **Maxis Advisors** adds value to the capital investment decisions of private sector clients by working effectively and collaboratively with all parties — executive management, in-house and third-party project teams, and state and local government officials.

As its menu of services expanded, the **Maxis Advisors** team recognized the need to develop a stronger, more comprehensive brand to accompany that growth. The innovative name, logo, and look evolved out of the company's aspiration to proactively move forward.

**"This new name allows us to grow and serve our clients at a higher level and to stand out in the marketplace with the experience we offer,"** said Tom Croteau, Senior Managing Director. "What is not changing is the dedication and service we provide to our clients from growing companies in more than 40 states and countries across the globe," said Croteau. "That will always be our constant."

To learn more about **Maxis Advisors** and how they are helping companies and communities grow and prosper, visit us at **[www.MaxisAdvisors.com](http://www.MaxisAdvisors.com)**, or contact **Tom Croteau** at **704-521-5240**.

Maximizing Opportunities.

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