

Alter Group Chooses New Name and Launches Rebrand

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CHICAGO—The company, now known as Alter, wants to be leaner and faster. It has re-focused its strategy on core products – class A offices, master-planned mixed-use developments, and medical facilities.



The company has had a lot of recent success filling up Google's space at its 20 W. Kinzie building.

CHICAGO—**The Alter Group** has just changed its name to **Alter**. The name change is accompanied by a major rebrand of the 61-year-old national corporate real estate development firm, including a new logo and a [multimedia website](#) which launched this January.

“The new name is both a recognition that we are a leaner, faster company and also that we have re-focused our strategy on our core products – class A offices, master-planned mixed-use

developments, and medical facilities under the auspices of our healthcare affiliate, **Alter+Care**,” says **Michael J. Alter**, company president.

“For more than 60 years, we have been a pioneer – first in housing communities; then in large industrial parks; and then in corporate homes for America’s most iconic brands, including **AT&T, GE, Prudential** and **Google**,” he adds. “Just this year, we have helped companies such as **Salesforce, WeWork** and **GlobalTranz** to create major new beachheads in important markets nationally.”

As reported in [GlobeSt.com](#), earlier this year Alter made up for the loss of Google, its anchor tenant at 20 W. Kinzie St. in River North, by [signing a new lease](#) with WeWork, a global operator of collaborative workspaces, for 105,000 square feet in the 17-story, 385,000 square foot class A office building.

“As one of the country’s top development firms, Alter understands that building a building or executing a substantial lease is an important event in a company’s history,” says **Richard M. Gatto**, executive vice president. “It allows a firm to express its brand in the built environment, creating a sense of culture and community among vastly different types of people. When buildings and spaces succeed, they speak equally to resident workers, mobile workers and distributed teams; at the same time they radiate an iconic image to customers and the capital markets.”

Alter has also taken advantage of the heightened interest investors have shown in the Chicago office market. **GLL Real Estate Partners**, a Munich-based firm, recently [completed the purchase](#) of Alter’s One11 West Illinois, a class A mixed-use office and retail building in River North. Alter developed the building in 2008.

Founded by **William A. Alter** in 1955, the company has developed close to 100,000,000 square feet of speculative projects for its own portfolio and build-to-suit facilities for corporate users. His son Michael took over more than 20 years ago, but in 2014, he announced that the company [would switch strategies](#) because the next generation of Alters was not interested in taking over the family business.