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## **LearnVest Expands its Presence at SkySong Campus**

### *Financial Planning Company to Move Into Larger Space in SkySong 2 Building*

SCOTTSDALE, Arizona (February 22, 2016) — LearnVest, an award-winning financial planning company that provides fee-based financial advisory services, is yet another company expanding its presence at SkySong, The ASU Scottsdale Innovation Center.

The company, which chose SkySong in 2014 as its first satellite location outside of its New York headquarters, is occupying a larger space in the SkySong 2 building, expanding from about 5,000 square feet to almost 8,500 square feet.

Since launching in 2009, LearnVest has helped hundreds of thousands of people across the country get financially secure and save for their most important goals. Since its launch, LearnVest has raised nearly \$75 million in venture-financing, and in 2015, LearnVest was acquired by Northwestern Mutual. LearnVest has been awarded numerous accolades, including being named as one of *Time's* "50 Best Websites," *Fast Company's* "Most Innovative Companies," and three years running Best of Show awards at FinovateFall 2011, 2012 and 2013.

LearnVest now has over 50 employees on the SkySong campus. Overall, SkySong is home to more than 1,500 jobs.

"LearnVest has been a SkySong tenant since 2014 and it has grown by leaps and bounds," said Sharon Harper, President and CEO of Plaza Companies, the master developer of the project. "Its success is a win for the city of Scottsdale and for SkySong. We are excited that LearnVest is not only continuing its presence at SkySong but expanding it. The choice to grow at SkySong confirms that we have created a welcoming, dynamic and innovative business environment."

"LearnVest is proud to call SkySong home to our Planning Hub," said LearnVest Founder and CEO, Alexa von Tobel. "As our team of financial planners continues to grow—to support our mission of bringing financial planning to households nationwide—we are looking forward to expanding our presence in Arizona, alongside other companies working to innovate each and every day."

"We are excited to see successful entrepreneurial companies such as LearnVest expand at SkySong," said Sethuraman "Panch" Panchanathan, Senior Vice President for Knowledge Enterprise Development at Arizona State University, which is responsible for advancing

research, entrepreneurship, innovation and economic development. “It underscores the vibrancy of the community and the importance of SkySong to the economic development of Scottsdale.”

The SkySong campus is located on the southeast corner of Scottsdale Road & McDowell Road in Scottsdale. The three main office buildings currently complete at SkySong are near full occupancy, and construction is underway on SkySong 4, the fourth office building at the site.

Scott Rubin of Plaza Companies managed the LearnVest lease transaction.

SkySong, the ASU Scottsdale Innovation Center is home to a global business community that links technology, entrepreneurship, innovation, and education to position ASU and Greater Phoenix as global leaders of the knowledge economy.

SkySong is a 42-acre mixed use development designed to:

- Create an ecology of collaboration and innovation among high-profile technology enterprises and related researchers;
- Advance global business objectives of on-site enterprises;
- Raise Arizona’s profile as a global center of innovation through co-location of ASU’s strategic global partners; and
- Create a unique regional economic and social asset.

Companies located at SkySong enjoy a special relationship with Arizona State University, which has more than 82,000 students studying across four metropolitan Phoenix campuses, in Lake Havasu and online. ASU is one of the largest public universities in the nation, with the majority of its students attending its campus in Tempe, Arizona, less than three miles from SkySong.

In addition to locating its own innovative research units at the center, ASU provides tenants with direct access to relevant research, educational opportunities and cultural events on its campuses. Through ASU’s on-site operations, tenant companies have a single point of contact for introductions to researchers, faculty and programs to address their specific needs.

For more information on SkySong, visit [www.skysongcenter.com](http://www.skysongcenter.com) or [www.facebook.com/skysongcenter](https://www.facebook.com/skysongcenter).

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### **About SkySong**

Plaza Companies is the developer of the project in partnership with Arizona State University Foundation, the City of Scottsdale and Holualoa Companies. Lee and Associates provides the brokerage services and Plaza del Rio Management Corporation provides the property management and construction services. Architects at SkySong include Pei Cobb Fried and Partners, DMJM Design, Butler Design Group and Kendle Design Collaborative.

### **About Plaza Companies**

With offices in Peoria, Scottsdale and Tucson, Plaza Companies is a full-service real estate firm specializing in the management, leasing and development of medical office and commercial office properties, technology and bioscience facilities, mixed-use properties and senior housing communities. Since 1982, Plaza Companies has established a proud track record as a competitive, connected and conscientious real estate firm with partnerships throughout the industries it serves. For more information, visit [www.theplazaco.com](http://www.theplazaco.com).

#### **About The ASU Foundation**

ASU Foundation is an independent non-profit organization that acts as the principal agent through which gifts are made to benefit the Arizona State University. The mission of the ASU Foundation is to solicit, manage and disburse the proceeds of gifts made to ASU.

[www.asufoundation.org](http://www.asufoundation.org).

#### **About Holualoa Companies**

Holualoa Companies is a real estate investment firm focused on the successful acquisition, repositioning, redevelopment and disposition of real estate assets. Headquartered in Tucson, Arizona, with offices in Phoenix, Santa Monica, Hawaii and Paris, its investments span the United States and Europe and include office, retail, industrial, multi-family, hotel and mixed-use investment properties. Holualoa is an experienced investor for its own account and on behalf of a select group of private investors.

#### **About the City of Scottsdale**

Scottsdale, one of Arizona's 10 largest cities is a premier visitor location as well as a tremendous place to live and do business. It is home to 125 golf courses, 220 tennis courts, dozens of parks and hundreds of miles of bike paths and hiking trails, and a Downtown with more than 20 hotels, 90 restaurants, 320 retail shops and 80 art galleries. Scottsdale Airport and its surrounding Commerce Airpark area is headquarters to nearly 2,500 businesses with more than 48,000 jobs. The high-tech innovation center SkySong, located just a few miles from Downtown, is designed to help companies grow through a unique partnership with Arizona State University. Scottsdale was recently named one of the Top 100 Best Places to Live in the United States, and was honored as Arizona's 2013 "eCity" by Google. For more information, visit

[ChooseScottsdale.com](http://ChooseScottsdale.com).