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Real estate

# Why this startup backed by a pop star is moving to Tempe

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Varsity Tutors — an education startup that offers live access tutoring — is moving its Arizona base from Scottsdale to Tempe.

The St. Louis-based education technology company has financial backing from Adam Levine. He is one of the judge the NBC talent show “The Voice” and the lead singer of pop group Maroon 5.

Varsity Tutors is moving to Tempe to accommodate its growth needs. It leased 40,000 square feet at the Rio2100 development in Tempe. That will serve as its national sales and customer support center.



Chuck Cohn, founder and CEO of Varsity Tutors, said the company will continue to invest in the Phoenix area.

“Varsity Tutors is an innovative, fast-growing business, and having them located here in Tempe, the home of Arizona State University, seems like a perfect fit,” said Tempe Mayor Mark Mitchell. “We appreciate the company’s investment in Tempe and welcome them to our community.”

Rio2100 is a 52-acre mixed-used development at Loop 101 and Loop 202 in Tempe.

Varsity has 75 employees in Scottsdale and is expected to hit more than 100 by the end of the year. It has more growth plans, which pushed it to move to bigger space in Tempe.

JLL Executive Vice President Ryan Bartos and Associate Kyle Seeger represented Varsity Tutors in the lease.

“This new national sales office and customer support center will give Varsity Tutors the right space, in the right location, with the right amenities to continue to attract and grow with the area’s best employees,” Bartos said. “The new office will feature highly functional floor plans and 18-foot ceilings,

allowing for a dynamic space that reflects the company's culture of collaboration and continuous learning."

In 2015, Varsity raised \$50 million in funding from Technology Crossover Ventures, Levine and other investors.

"We continue to invest in Phoenix given the amount of sales talent and the highly educated workforce available in this market," said Chuck Cohn, founder and CEO of Varsity Tutors. "We've built a tremendous team in our Phoenix office, and it will be exciting to see that culture evolve as we grow our presence here."

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