

FatWallet moving to Ironworks

By **ROBERT CROZIER** Staff writer | Posted: Thursday, December 10, 2015 4:00 pm

BELOIT — A downtown Beloit dot-com is moving across the street and across the river to occupy space in the Ironworks complex.

“We’ve expanded our operations,” FatWallet.com spokesman Brent Shelton said. “We want to upgrade our operations in Beloit.”

The new site will also host operations for FatWallet.com’s sister companies Ebates.com and BFAds.net, according to a press release.

Ebates and FatWallet provide customers with shopping deals and cash back rewards, and BFAds collects lists of Black Friday shopping deals and relays them to the subscribers of its newsletter. It counts Walmart, Ebay and Amazon among the 1,700 retailers it partners with, according to Shelton.

According to Shelton, the number of people employed by the company has quadrupled since it first moved to Beloit in 2011. The company currently employs more than 200 during the peak holiday shopping season.

The company is moving out of the former Kerry building, 100 E. Grand Ave., and into the Ironworks on the 600 block of Third Street, both in downtown Beloit.

The Ironworks complex, owned by Hendricks Commercial Properties, is the redevelopment of the former one million square foot Beloit Corporation headquarters. The complex is already home to Comply 365 and AccuLynx and is planned to be the new home for the Stateline Family YMCA, among other companies.

The new space is currently under construction with a February 2016 completion date, according to a press release. The completed design will have a strong industrial feel with structural steel and brick, and it will provide high-tech amenities, plenty of natural light and a nice view of the river.

According to Shelton, the 18,500 square foot office space in the Ironworks will allow a more modern, open office feel. The new office will have less square footage than its current one, but the open concept will make it seem like more space, he said.

“It’s going to be a huge open area,” he said. “The teams will be strategically positioned so communication is as high as we can make it.”

The company already has lunch catered to its employees every day and allows them to take short breaks to play the foosball, dart and arcade games strewn about the office, which Shelton said will remain a part of the company's culture.

“There will still be nice, chill areas where people can play games,” he said. “The idea is to make the culture even better.”