



Hillsboro Executive Park

DISPOSITION SALES

Hillsboro Executive Park – Coral Gables, Florida

SERVICES

Disposition Marketing Services were provided to create a competitive sales process of the 44,280 square foot (26 Unit) office service center condo project in Deerfield Beach, Florida.

SITUATION/PROCESS

- Once The Conte-Hoover Team was hired, they quickly went to work to secure as many pre-sales as possible. All the data the Team had compiled over their 25 years of experience in selling and leasing office and warehouse properties in Broward and Miami-Dade County was to pay off well for the developer.
- The Team began to prioritize their marketing strategy and identified their target list of office, flex and industrial users who they felt had space needs and a strong desire to own.
- Within one hundred and twenty days of ground breaking approximately 50% of the project had commitments. Within ninety days of the two buildings going vertical we had 80% of the project sold with hard money contracts.
- When construction was completed and the C.O. was obtained, there was only 1 of the 26 units available. The partners decided to keep it as a rental.

RESULTS

John Hoover, Mel Rappaport and Tom Northcutt, Principals of Hillsboro Executive Park were thrilled with the fact that 25 of the 26 units closed within thirty days at prices just under \$200.00 per foot. The Conte-Hoover Team leveraged their market knowledge, strategy and perseverance to achieve exceptional results for the client. If you are interested in seeing Hillsboro Executive Park for yourself feel free to drive by 4851 West Hillsboro Boulevard, Deerfield Beach, Florida.

- REFERENCES AVAILABLE UPON REQUEST -

The work described in this case study was performed by JC Commercial Realty Consultants references are available upon request.

