



## DISPOSITION SALES

Woodbury & Associates – Fort Lauderdale, Florida

## SERVICES

Disposition Marketing Services (DMS) is a system designed by The Conte Team. This proprietary system was used to help Woodbury & Associates (W&A) sell their Corporate Head Quarter building in Fort Lauderdale, Florida.

## SITUATION/PROCESS

- W&A business had changed as digital photography began to become more common place. The need for such a large building was no longer needed to service the companies changing needs. Recommendations were made and economic goals and expectations were established.
- Upon formal engagement of The Conte Team the proprietary marketing process started. One of the goals was to begin consistently marketing to business and building owners in concentric circles started at the building. This continued in 1 mile, 2 mile, 3 mile increments.
- Simultaneously many other strategies were being implemented through email, web, postcard, call lists, SIC codes, personal visits and calls.
- After several months one very qualified and interested buyer surfaced.

## RESULTS

Our disciplined and strategic process provided W&A the assurance every lead was being uncovered and that business owners knew about his property. It was a great day when Mark Woodbury looked me in the eye with his \$1,050,000.00 check from the closing and said, “JC you promised a million dollars, I didn’t really believe you but here it is, thank you.” Within three years of purchasing the 12,424 square foot free standing office warehouse building on 0.942 acres at \$54.00 per square foot we sold the building to Unique Wholesalers for \$148.00 psf. Take a drive by 6801 NW 15 Way, Fort Lauderdale, FL and see what exceptional recommendations, anticipation and preparation can do for you.

## - REFERENCES AVAILABLE UPON REQUEST -

This case study was performed by The Conte – Rypl Team while at CBRE and prior to the formation of JC Commercial Realty Team. References are available upon request.

