



DISPOSITION SALES

Good HQ. & Roads Distribution Center – Frank Ruff

SERVICES

Strategic Disposition Services for Frank Ruff Revocable Trust (Good Roads) to create a competitive sales process of their Corporate Headquarter and Distribution Center located in the Fort Lauderdale Commerce Center.

SITUATION/PROCESS

- Owners hired The Conte Team to methodically go through the market in a *multi-layered approach* to locate the right buyer who would be willing to use and or reposition the property. This *multi-layered strategy* included personalized targeted marketing to large industrial users, growing distributors and manufacturers, private investors and institutional investors willing to reposition the property.
- The Team's professionals were formally engaged to dispose of this unique asset with an asking price at about 20% over market.
- Regular marketing reports were provided to the client as the *strategic layers* of the plan were implemented. Interested parties surfaced under several of the target groups. These parties expectations were managed in order to create a competitive environment.
- After a thorough implementation of the plan, two qualified & motivated buyers surfaced: 1) A user 2) A private equity group. Based on the strong interest from both parties real leverage was created to drive favorable contractual terms for the client.

RESULTS

Through a *strategically controlled disposition process*, The Team was able to create *real market leverage* to positively affect the selling price by over \$750,000. The net affect to the client's bottom line was in excess of their internal goal.

- REFERENCES AVAILABLE UPON REQUEST -

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

